

# Chemist & Druggist

Benn »

SEPTEMBER 21 1974

THE NEWSWEEKLY FOR PHARMACY

Help your  
customers take winter  
as it comes...



...and let the biggest ever  
Haliborange press campaign help you!

We are about to witness the launch of the biggest, brightest, and most colourful press campaign ever for Haliborange Tablets—the family's winter sunshine.

In colour or in black and white, up to 1½ pages in size, copies of this campaign will appear 179,000,000 times over between October and February.

We are using the big national dailies, the

women's press, the Radio Times and TV Times to put Haliborange across.

In addition there is plenty of fresh, colourful point-of-sale material to reinforce the message and boost sales even higher.

Remember Haliborange: it's the chemist-only product that's going to be on a lot of shopping lists this winter.

**Haliborange**  
TABLETS The family's winter sunshine



Haliborange is a Trade Mark of Allen & Hanburys Limited, London E2 6LA.

The threat of  
state control:  
C&D interview

Prescribing:  
'Pharmacists  
could help'

Braun set to  
expand in UK



# Vaseline Intensive Care® Lotion takes on some healthy competition.

Vaseline Herbal Intensive Care Lotion.

It's new.

It combines a winning formulation with a fragrance distilled from eight herbal essences—a fresh different fragrance that will appeal particularly to your younger customers.

And we're supporting its launch with a massive advertising campaign. A '3p off' coupon in Shopping Magazine that will reach 6½ million women. Heavy T.V. advertising running all through the winter peak season.

New Herbal Intensive Care is going to generate a great deal of extra interest in the brand. That's why we're offering you this order form.

Because we know you'd like to make sure of your stocks of Intensive Care Lotion this winter. You're going to need them.

### Vaseline Intensive Care Lotion Order Form

I should like to make sure of a good stock of Vaseline Intensive Care Lotion this winter.

Please arrange for me to be sent:

Regular Vaseline Intensive Care Lotion	<input type="checkbox"/> doz 90g	<input type="checkbox"/> doz 185g	<input type="checkbox"/> doz 285g
New Fresh Herbal Vaseline Intensive Care Lotion	<input type="checkbox"/> doz 90g	<input type="checkbox"/> doz 185g	

Your name \_\_\_\_\_

Your address \_\_\_\_\_

Your Wholesaler's name and address \_\_\_\_\_

TO: Sales Operations Dept., Chesebrough-Pond's Limited,  
Victoria Road, London, NW10 6NA. (Registered Office).  
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The newsweekly for pharmacy  
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Official organ of the Pharmaceutical Society of  
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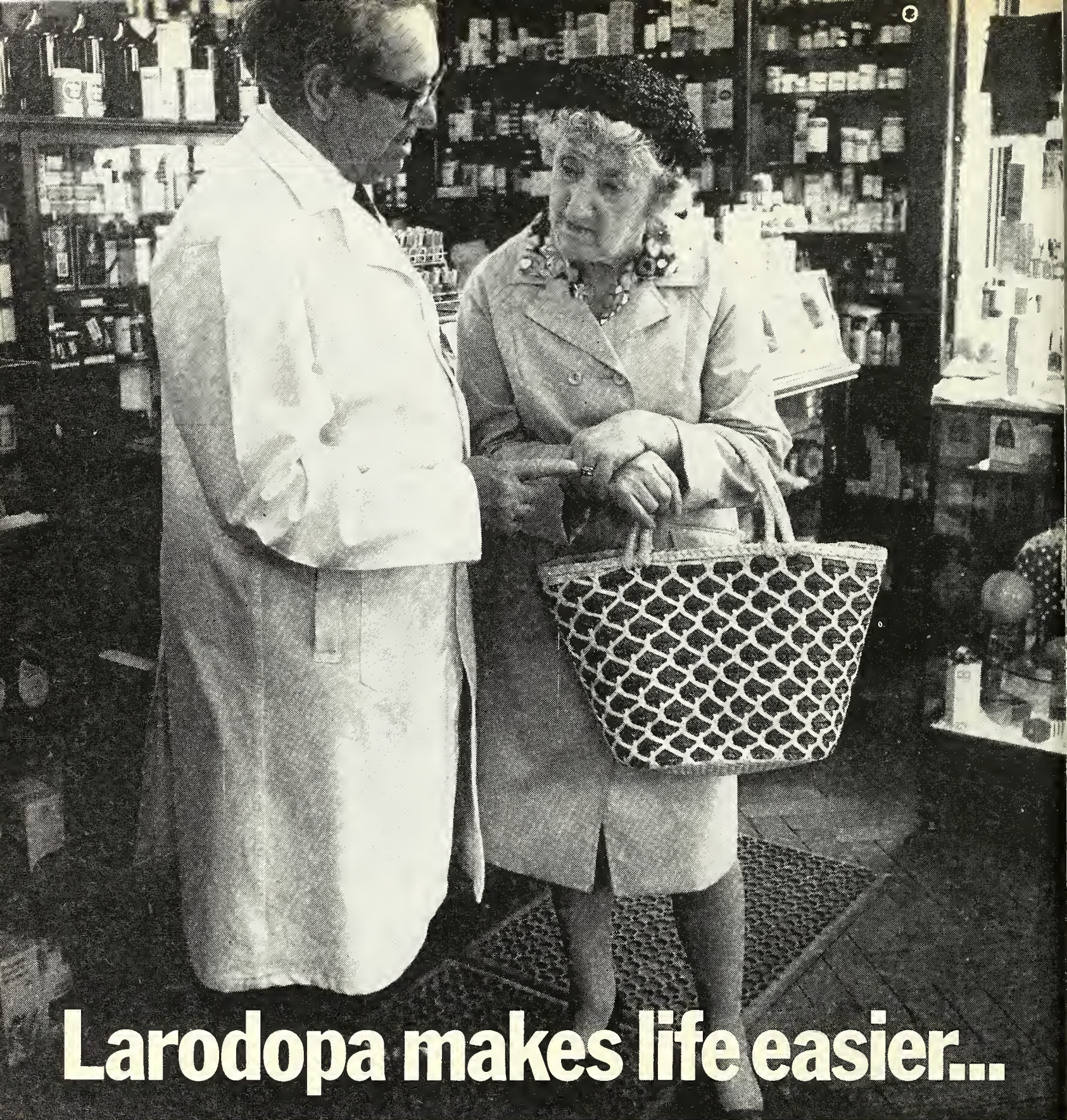
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Mr Michael Frith has been appointed  
 to the newly-created position of vice-  
 chairman of Unichem Ltd (see p 386)

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# Larodopa makes life easier...

## For you

Dispensing generic levodopa prescriptions means a fresh decision every time—it doesn't happen often enough to form a habit. But Larodopa is levodopa in a form that is convenient for you because the double scored 500mg. tablet will fit, simply, into any dosage regime: and, as Larodopa is the most economical presentation of levodopa, you will be fully reimbursed by the Pricing Bureau.

## For the patient

Larodopa tablets are double scored and can be broken into halves or quarters, thus providing the versatility of dosage necessary for the effective management of Parkinsonism. Which means one less worry for a patient who has quite enough to worry about. Further information is available on request from: Roche Products Limited  
15 Manchester Square  
London W1M 6AP.

ROCHE

# Comment

## Inquiry procedure

The Care chemist case, as first exclusively reported in *C & D* and now before the Statutory Committee, has given rise to many questions concerning the procedure of that body and the method of its investigations.

The Regulations of the Statutory Committee (S.I. 1957 No 754) deal in their various parts with the routine for considering cases arising from convictions or misconduct.

The Regulations require that when the secretary receives information from which it appears a case of misconduct has arisen, the secretary must submit the information "or a summary thereof" to the chairman of the Committee. Where "The information . . . is in the nature of a complaint charging misconduct" the chairman may invite the "person affected" to explain or answer and when the explanation has been received, if the complaint is not frivolous or time-barred, the chairman can, "after consultation orally or by letter with members of the Committee" decide not to proceed. In which case he may if appropriate, direct the secretary to send a reprimand to the person concerned and caution him as to his future conduct. Otherwise he directs the secretary to take the necessary steps for the holding of an inquiry. The chairman is required to report to the Committee any case in which he has not directed an inquiry to be held.

Thus a Statutory Committee inquiry can arise from information from any source, individual or group, and not necessarily from the Council of the Society.

Once the information or complaint is received by the secretary the legal process must be followed.

Although the Council may—through its Ethics Committee—be considered to be guardians of the professional aspects of pharmacy, it is pertinent to recall a decision of the Divisional Court when the Lord Chief Justice presided at an appeal against a Statutory Committee decision. The court said "It is clear the Statutory Committee is put in charge and entrusted with the affairs of the profession and this Court would not readily interfere with a decision by

the Statutory Committee that a particular offence involved something which was misconduct in the profession and which disintitiled the man's name to remain on the Register".

This is but a further explanation of the background in the light of the Care advertising inquiry. Mr Youngs (p. 404) now reveals the complainant in the Care case was an individual who went direct to the Statutory Committee. That strengthens what we said last week that the "business has got into the legal pipeline" somewhat prematurely. We still feel that somehow attempts should be made to get it out of that situation, however remote the possibility, now that the official notice of the inquiry has been published (p. 386).

## Benevolence

The moral progress of a community is reflected in the manner in which it looks after the elderly, sick and infirm. The pharmaceutical profession has an excellent record in that respect. The Pharmaceutical Society, formed in 1841 and incorporated by Royal Charter in 1843, was formed *inter alia* to provide a fund for the relief of the distressed members and associates of the Society and of their widows and orphans. The ensuing Benevolent Funds and the relatively recent acquisition of Birdsgrove House indicate how conscientiously the profession has tried to meet its moral obligations.

But the acquisition of funds or buildings is but part of the responsibility. The greater problem is the dispensing of the funds and facilities to meet the needs that arise and ensuring that no hidden pockets of distress are allowed to go unnoticed.

We therefore are inclined to support the recent suggestion that Branch Benevolent Officials should be appointed to act as local focal points for the Benevolent and Birdsgrove House funds. We recognise that some small branches may find difficulty in finding yet another person to hold office, but that should not be allowed to detract from the advantages.

## Post Scripts

They say every man must have a hobby, but someone we thought could very well do without such time-consuming enterprises is Bill Darling. The erstwhile "wild man of the north-east" and president of the Pharmaceutical Society, whose current involvement stretches from membership of Council and of the Medicines Commission to chairmanship of an area health authority and leadership of the UK delegation in the EEC pharmacy group, admits however to a passion. True to his home-land, he grows (if that is not too mild a term) leeks.

Obviously such an enthusiast seeks confirmation of his prowess by comparing his achievement with that of others, and

his abiding ambition must be to take the top award in a show. That pinnacle Bill Darling reached last month when he took the first prize in Class 39 at South Tyneside's first annual flower, vegetable and handicrafts show. (For the benefit of those in the know, the class was for two pot leeks, freshly dug, not to exceed 6 ins tight button and fast flag; for those not in the know, probably better to remain ignorant!)

Naturally *C&D* could not let such an historic occasion pass without record, so we asked for a photograph of the prize exhibits. The result is reproduced here—but whether it was the excitement of the occasion or the inexperience of the cameraman, somehow the photographic expertise did not match up to the undoubted green fingers of the subject. . . .



# Labour manifesto gives no more nationalisation clues

The Labour Party's manifesto, published this week, makes no specific mention of nationalisation of the pharmaceutical industry. However, it states that the Party "stands firmly" behind its February manifesto which stated that "sections of" the pharmaceutical industry would be taken into state control. This is also in line with the recent White Paper "Regeneration of British Industry" (C&D, August 24, p 238) which also reaffirmed the February manifesto proposals. The manifesto also restates the commitment to set up a National Enterprise Board.

On the NHS, the manifesto states that a Labour government would continue the progressive elimination of prescription charges and phase out private pay beds from NHS hospitals. The present Government is said to have "taken steps to end the exploitation of nurses and other workers in the Service and to see that at last they receive the rewards they so richly deserve."

Other points in the manifesto include: introducing new legislation to help forward plans for "a radical extension of industrial democracy in both the private and public sectors" which would involve "major changes in company law"; the present Government has set up a "high powered independent inquiry" to try and find an alternative to the rating system as a matter of urgency; a "new deal for women" would include the introduction of a comprehensive free family planning service and ensure that by the end of 1975 the Equal Pay Act would be fully effective throughout the country; and there would be provision of detailed information to shoppers on "where to get value for money".

## Conservatives promise help to small trader

The Conservative Party "want to help the small family owned businesses which form the backbone of British enterprise", according to their manifesto.

Recalling that the last Conservative government appointed a minister with specific responsibility for small business and implemented many of the recommendations of the Bolton Committee on Small Businesses, the manifesto adds that a new Conservative government would keep under review the profit levels under which small firms are entitled to relief on corporation tax. An inquiry would also be set up to report within 12 months into the availability and adequacy of long-term finance for small firms, and planning authorities would be asked to take into account the social contribution of small shopkeepers when considering city-centre redevelopments.

On the NHS, the manifesto says that it is facing acute difficulties, made worse by inflation, and argues that the present government's commitment to scrap all charges at a cost of £100m and abolish private practice is bound to make the problem worse. What is now needed "is a period of comparative stability, founded upon the reorganisation that we carried through, which must now be allowed to settle down." An independent inquiry would be set up to make urgent recommendations for the improvement of the Whitley Council system, the working of which has attracted criticism.

Regarding family planning, the manifesto states that Conservatives believe it is the responsibility of government to provide such a service and to tell people the facts about the population. Other

points include the reactivation of the second pension scheme which the present government has stopped, to start by April 1976 at the latest; a formal duty would be laid on all large and medium-sized firms "to consult employee representatives on a wide range of subjects"; the Price Code would be reviewed to make it more flexible and the Price Commission continued; and the Fair Trading Act reforms would be built upon.

## Liberal Party calls for prices and incomes law

The Liberal Party's manifesto, published this week, calls for a statutory prices and incomes policy as an "essential weapon" against inflation. Also company law should be reformed "to induce a far greater degree of public responsibility in industry and make the management of companies responsible to shareholders and employees on an equal basis." Nationalisation would not solve the problem of high prices or monopolies.

On public expenditure, the manifesto comments that "only a massive injection of capital can save it from imminent collapse" and that would have to be done almost immediately. Liberals would replace the current rating system by one based on site value.

## Nurses issue 'pill' at FPA clinics

Nurses at family planning clinics are supplying patients with oral contraceptives without a doctor being present.

A Family Planning Association spokesman told C&D that this practice has been going on for about two years. The nurses are trained to examine the women, check for contraindications and write out prescriptions which are then sent to the doctor for signing, together with the case notes. The Association feels that "the pill has proved so safe and is contraindicated for so few women" and has already trained about five per cent of its nurses to issue the drugs. So far "very few" of the patients seen by nurses have had to be referred to a doctor for a second opinion.

However, the FPA does not agree entirely with Dr John Loraine's suggestion at the recent British Association meeting in Stirling, that oral contraceptives should be sold without prescription in shops and public houses (see p 400).

If women obtain these drugs from a medical environment they are more likely to seek medical advice if side-effects do occur, the FPA believes.

## Alternatives for sugar in baby milks during shortage

Mothers still experiencing difficulties with sugar shortages could add glucose to baby milks requiring sugar or transfer to a complete carbohydrate milk which does not require any further additions, say baby milk manufacturers.

Glaxo-Farley Foods say the first warning pharmacists should give is not to add extra milk powder. Although the company does not generally recommend

changing milks when the baby is established on one brand, they suggest transferring to a product such as Ostermilk complete formula or to substitute the sugar by glucose in equal amounts.

Cow & Gate say the problem would only apply to Babymilk 2 and again suggest using glucose in the amount recommended for sugar, but warn not to use a glucose with added vitamin D.

John Wyeth & Brother Ltd say none of their baby milks need extra sugar and neither does Similac from Abbott Laboratories.

## Drug Tariff amendments

The recent increased rates for rota services and "urgent" fees, and revised "urgent" entry for the oxygen therapy service are included in the latest quarterly amendments to the Drug Tariff. Cotton and rayon BPC sterile gauze is added to Part VI from October 1, and on the same date, water soluble base tulle gauze is deleted. Entries for multiple pack dressings No. 1 and 2, No. 16 standard dressing, and perforated film absorbent dressings have revised entries. From September 1, intrauterine contraceptive device type 3 (Gravigard) is added to Part VIB, and entries for types 1 and 2 and revised. Other amended specifications include those for elastic web bandage, sterile perforated film absorbent dressing, filmated cotton gauze pad, elasticated surgical tubular stockinette (also foam padded), and vaginal applicators. A new lightweight oxygen set is added to Part VII and there is an amended entry for sterile paraffin gauze tulle dressing in Part IX.

# Prescribing: 'Pharmacists could help'

A doctor has proposed a new method of organisation to improve prescribing practice, which would make use of pharmacists on special panels.

Dr M. J. McCarthy, London School of Hygiene and Tropical Medicine, writing in last week's *Lancet*, comments on recent press criticism of doctors' prescribing habits. He says that "Government must recognise that its responsibilities go beyond surveillance of drugs, and be prepared to initiate new methods of organisation to improve prescribing practice". Britain allows complete freedom of prescribing in the NHS whereas most European state and private insurance schemes regulate either the cost, quantity, or therapeutic groups of drugs that may be prescribed.

## List of effective drugs

A first step to improve prescribing at primary-care level was to establish a list of drugs acceptable for prescription within the NHS with efficacy as the primary criterion. Such a list "would specify drugs that are considered to be of equivalent therapeutic value—for instance within the benzodiazepines, thiazides, penicillins and aminoglycosides." The drugs would preferably be specified by approved names and doctors would retain full clinical autonomy: "the only change would be that drugs not in the approved list would have to be paid for in full (with dispensing charges) by the patient."

Dr McCarthy also suggests that "pharmacology units" should be set up at district or area levels. Such a unit would consist of a clinical pharmacologist, hospital senior pharmacist, elected local dispensing pharmacists on an advisory basis, pharmaceutical representatives and supporting staff. The unit "would be able to specify the particular drug to be dispensed by pharmacists when a general practitioner prescribes a drug on the approved list." Having identified which particular equivalent drug was most appropriate for the area, the unit "would specify that this particular drug be dispensed for patients within the NHS when any equivalent drug is prescribed by a general practitioner." Dr McCarthy points out that such a system has been used satisfactorily in hospitals for many years, based on the capability of regions to negotiate for particular drugs in bulk at lower prices.

Formulation, bioavailability and reliability would have to be taken into account in specifying a particular drug preparation. National guidelines for that would be beneficial, "but it would be the responsibility of the members of the unit

The Yew Tree Pharmacy, Yardley, Birmingham, which has won an award for service (see story below)



to maintain a monitoring role on all drugs dispensed within the NHS." That, Dr McCarthy argues, would answer the claim of trust and known reliability made for trade names and also prevent substitution of substandard preparations which might "give a greater return to the dispensing pharmacist."

The scheme would also reduce the pricing workload of the family practitioner committees. FPCs and pharmacological units should rapidly move towards computerisation of dispensing records and each district would then have available details of prescribing practice such as is at present only available for Northern Ireland.

On education for prescribing, Dr McCarthy says that in spite of the expansion in postgraduate education, doctors remain heavily dependent on pharmaceutical companies for information. He suggests that pharmaceutical representatives should be supplemented by a body of representatives trained to introduce doctors to a variety of drugs within a particular physiological system, eg psychiatric drugs. They would visit doctors and pharmacists and advise doctors on efficacy, indications, dosage and side-effects of drugs on the approved list. The cost of training and salaries of the representatives "should be made out of a fund raised from within the pharmaceutical industry." The representatives would be trained by the pharmacological unit, and the unit would also answer clinicians' problems of drug interactions etc.

## Surprise award for Birmingham pharmacy

To their surprise and pleasure, Allsop & Burley (Chemists) Ltd, who have traded as Yew Tree Pharmacy at Church Road, Yardley, Birmingham for eight years, have received a letter from the Order of Knights Templar advising them that they have been awarded a Certificate of Service for "continuously displaying qualities of service, courtesy and knowledge of their profession".

The letter, which is signed by the Master of the Central Province, states that they may display the certificate in their shop and that they were one of only two retailers to receive the award in the south of the city, the other being a hardware shop.

## VAT hope for 'small man'

A suggestion that smaller retailers may be assisted by future changes in value added tax procedure is made by the Chancellor of the Exchequer in an exchange of letters with Lord Redmayne, chairman of the Retail Consortium, on multiple-rate problems. The Chancellor hopes the Consortium will give sympathetic consideration to ideas Customs & Excise may put forward "even if these should involve a certain amount of approximation or possible marginal advantage to the small man as against his larger competitors".

## Proposals for a National Consumers' Agency

The Government proposes to establish a National Consumers' Agency to strengthen the position and influence of the consumer.

A White Paper (Cmd 5726 HM Stationery Office £0.09) published by Mrs Shirley Williams, Secretary for Prices and Consumer Protection, says the main job of the new independent agency will be to ensure that the consumer voice is clearly heard by those in government and industry who take decisions affecting the consumer, and to provide a balanced and authoritative consumer view. Its membership will include representatives of the main consumer and women's bodies and members appointed in a personal capacity

by the Secretary for Prices.

The agency will make representations of the consumer view to central and local government, to the Director General of Fair Trading, to industry and to any other quarter where a consumer voice ought to be heeded, eg on advertising standards and facilities for testing product safety and suitability; be available to be consulted by those seeking a consumer view on policies; represent the consumer on appropriate Government and other bodies; and review the present arrangements for consumer representation in the nationalised industries. It will not deal directly with individual consumers' problems and will be non-statutory.

# Call for anti-shoplifting advertising campaign

A call for a continuous and sustained campaign of advertising sponsored by the Home Office or the national newspapers, the BBC and the IBA, to warn parents, teachers and children of the social evil of shoplifting and help cut the £200 m worth of pilferage losses by retailers, was made by Mr F. R. Pegg, chief executive of security specialists, Volumatic Ltd speaking at the security and crime prevention conference at the Shopex retailing exhibition at Brighton on Monday.

Mr Pegg, who was chairing the session, at which the speakers were Peter Jones, group chief security officer for the Army & Navy Stores and Chief Inspector S. J. Harris, senior crime prevention officer of the Sussex police, said that shoplifting was a crime, a social evil and had as such reached crisis level.

He said: "For some extraordinary reason, quite unlike other crimes, shoplifting is shrugged off, yet, and perhaps because of this, its effect on the individual is more insidious. The subjective, corruptive element has a 'snowball' effect in that flushed by initial success, an amateur shoplifter will be tempted to steal more and in all probability turn to other crimes.

"I would go so far as to say that both the BBC and the Independent Broadcasting Authority should set aside time on radio and television for commercials specifically pointing out that shoplifting is a crime and particularly at those times of the day when younger audiences are known to be watching or listening to broadcasts.

"Such a campaign, whether sponsored by the media or the Home Office could be run along similar lines to those that already exist with regard to road safety and home security."

## Management apathy

Chief Inspector Harris suggested that in shops, apathy on the part of management was often a contributory factor to "shrinkages".

Losses by retailers could be divided into four sectors: internal theft, shoplifting, worthless cheques and burglary.

Of fundamental importance was the quality of staff in the organisation. "Employ the right staff in your organisation and you are a long way towards solving your problems", he told delegates.

An application form was essential. Questions asked should include previous employment records, why they left and agreement to search. He advised employers to visit their homes to at least check up that they actually lived there.

The chance for internal theft was minimised by good stock control and the insistence of a receipt for personal pur-

chases. Efficient sales staff could stamp out losses from "dud" cheques. It should not be necessary to remind staff to compare the signatures on banker's card and cheque.

Expensive locks and alarm systems would be of no avail in preventing burglary if the staff failed to check that the locks, etc were working properly and the systems were running efficiently. Care that keys were protected and not left hanging up in an easily-accessible place, was important also. However the drive for security "must start at the top."

Mr Jones in amplifying the theme said management must think of losses from theft, etc, as a loss of profit. In cash handling "make sure there are facilities for checking back on the till roll any particular purchase and let your staff know that this is possible", he said.

## Hypermarkets 'no threat to specialist retailer'

The climate of opinion which in the past has been against the establishment of hypermarkets in the UK is changing, said Mr J. D. Fairclough, managing director (development) Hypermarket (Holdings) Ltd, at another session of the conference.

Mr Fairclough said that one of the criticisms raised in the past had been that the established town centre shopping area would become derelict. Another that many small traders would be put out of business with consequent loss of employment. This he maintained had not materialised in the various areas where Carrefour's three stores were set up.

On the contrary, he claimed, the cen-

tral shopping areas had improved enormously to the benefit of the shopper, spurred on by the hypermarket opposition. He instanced Southampton as his example. Following their Caerphilly venture there were no more shops empty in the town one year after Carrefour than there were before. The retailer who adapted to meet changing situations, or who specialised, was gaining from the influx of shoppers into the area.

□ Carrefour are seeking planning permission for an 80,000 sq ft hypermarket at Minworth, near Sutton Coldfield, according to *The Grocer* magazine.

## Scottish school dentists to issue NHS prescriptions

Scottish school dentists to issue NHS prescriptions — 14/16 From November 1, dentists employed by Scottish Health Boards in the school and priority dental services will be able to prescribe under the NHS, drugs and medicines listed in the Dental Practitioner's Formulary.

Announcing this, the Scottish Home and Health Department says that the prescriptions will be written on form EC14 and in addition to the dentist's signature will bear a stamp giving the name of the dentist and the address and telephone number of the premises. Lists of the dental officers practising from premises in the area will be provided with amendments as necessary. The prescriptions should be dispensed by chemists and the forms sent to the Prescription Pricing Division of the Common Services Agency in the same way as for other prescriptions dispensed on form EC14.

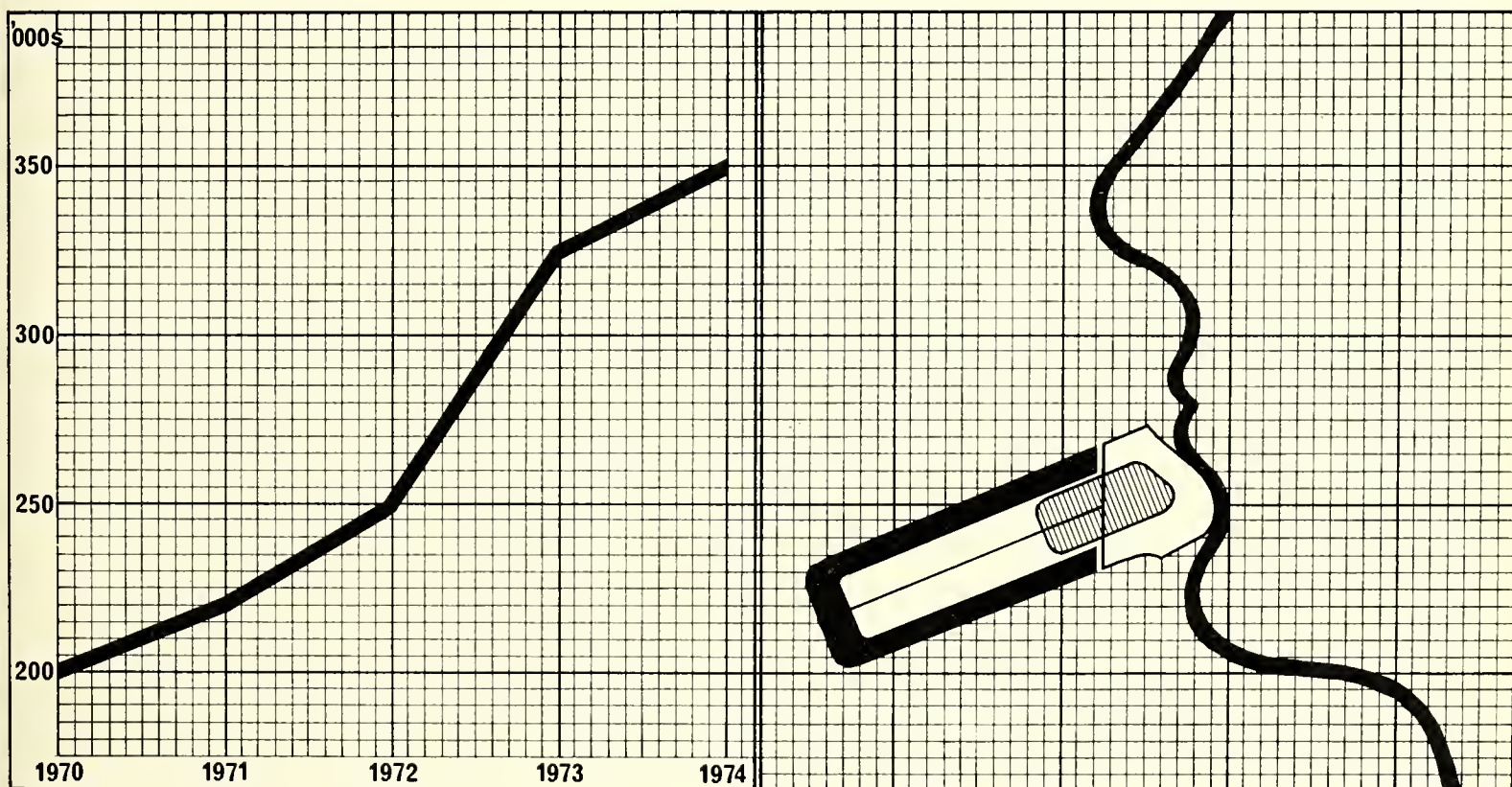
## Booklet advises how to pay for a locum

The benefits of a new scheme designed to meet the expense of employing locums during the absence, due to sickness or accident, of proprietor pharmacists is described in a new booklet entitled "Protect Yourself Today and Provide for Tomorrow". Copies are available from the Chemists' Sickness & Provident Society, 321 Chase Road, London N14.



Mr. A. Cohen of Banns Pharmacy, Stockport, Ches, receives a Sanyo Music Centre as first-prize in the recent US/Vestric competition. Presenting the prize are left, Mr H. Nixon, chemist salesman for Johnson Wax, and Mr A. Wain, Vestric salesman.

# In a growing market, Philips Foil Shaver has the best selling angle.



## The national sales-curve

For you as a shrewd businessman, this chart has significance. The market for foil-head shavers has shown an increase of 75% over the past four years. It's worth bearing in mind when you're deciding which shavers to keep in stock. Now read on.

## Powerful T.V. advertising this Autumn

The Philips Foil Shaver deserves a tough, hard selling commercial, and that's what it's getting. In London, Scotland and the South, this commercial will reach 80% of all men in homes with ITV. With an average of 5 opportunities to see, it adds up to 29,580,000 impacts.

Philips Foil Shaver £15.31. Suggested selling price inc. VAT.

## The Philips shaving-angle

As giants in the electric-shaver business, Philips are naturally the best-prepared to help you profit by this development. Only Philips has the angled-head foil shaver, the XTR 7. After a number of years on the drawing board, it's been successfully tried and proven.

## Support from Press too!

Philips ads in the national newspapers will also feature the Foil Shaver. So stock up now to meet demand for the Philips Foil Shaver—it has the best selling angle on the market.



# PHILIPS

Simply years ahead

## 'Care' hearing date

The National Pharmaceutical Union's "Care" scheme advertising is to come before the Statutory Committee of the Pharmaceutical Society on October 8, with further time allowed on October 9 if necessary. The committee will meet to "consider evidence relating to information from which it appears that four members of the Society may have been guilty of misconduct in connection with an advertisement."

On October 7, the committee is to conduct three other inquiries and resume one previously adjourned. All meetings are at 17 Bloomsbury Square, London WC1 and start at 10.15 am.

## People

**Mr Ronald Gould, MPS**, a retail pharmacist in Liverpool, has been nominated the prospective Parliamentary candidate for the Walton division by the local Conservative association. His opponents will include a minister of state, Mr E. S. Heffer.

**Mr R. Clarke**, Unilever research laboratories, Isleworth, is the new president of the International Federation of Societies of Cosmetic Chemists. **Mr G. A. C. Pitt**, Bush, Boake Allen Ltd, is the honorary secretary, for 1974-75. Both were elected at a council meeting prior to the Federation's recent London congress.

**M. Gerard Anthony**, a perfumer with Dragoco in Paris, has won the *Prix International de la Société Technique des Parfumeurs* for 1973. An international jury made the award to M. Anthony for "the creation of an exceptional perfume which differs from classical concepts and represents an original new creation".

**Mr Michael Frith, MPS**, non-executive director of Unichem Ltd, has been appointed to the newly created position of deputy chairman. Mr Frith (38) is managing director of a family business of pharmacies and photographic shops in suburban Surrey. Mr Frith qualified at Chelsea School of Pharmacy in 1959 and entered the family business of Frith Brothers run by his father and uncle at George Street, Richmond. Following the death of his father he was made a director of the company in 1962 and together with his brother Brian, developed a chain of four pharmacies and three photographic shops. His wife Patricia, also a pharmacist, runs her own pharmacy business at Belmont, Surrey.

### Deaths

**McMillan:** On September 9, Mr James McMillan, MPSNI, 90 Main Street, Portrush, co Antrim, immediate past president of the Ulster Chemists Association. Mr McMillan served his apprenticeship with Mr S. G. Morrison, Bush Mills, qualified in 1940 and opened his own

# Topical reflections

BY XRAYSER

## Complementary

With a record number of papers in the science sessions, one might have expected that material of a less rarefied type would have been submerged at Nottingham, but such was far from the case. Indeed, this year's Conference came very close to providing the perfect balance, for there was something for everyone. The address of Dr Peter Parish, of the medical sociology research centre at Swansea University, was a realistic survey of the pharmaceutical scene, and there is a great deal to be learned from it.

He is right in his assertion that there should be a relationship of equality between professionals. Indeed, one might almost go further and say that there should be a mutual respect arising out of the knowledge that both have a specialised role to play in the healing art, and both are important links in a chain which extends far beyond their particular field. There are nurses; there are pharmacologists; there are assistants in dispensing; there are wholesale stockists of today's materia medica, who require an up to date knowledge of the myriad modern products; there are professional journals—but perhaps I have gone far enough. Those intimately involved in the day-to-day running of the National Health Service will have no difficulty in adding to the haphazard list I have given.

Dr Parish said that pharmacists should never regard themselves as ancillary to the medical profession, and once more I entirely agree. They should be complementary. How far they are able to exert their authority must depend on opportunity. And opportunity may depend on location and on the particular bent of the pharmacist himself. If he sees himself as a budding Great Universal Stores, with windows and floors cluttered with displays of cut-price goods which include such articles as gramophone records and "tights", with a discreet notice at the rear of the premises which reads "prescriptions", he must not be surprised if a new doctor to the area looks for something which has the appearance at least, of regarding pharmacy as its prime function.

## Changing scene

Dr Parish mentioned the effects of the movement of doctors to health centres but there is nothing the pharmacist can do to counter such a move. He may, if opportunity arises, strike camp and move closer to the health centre, but that may be a financial impossibility for a large number of reasons, not least being his involvement in his present site. And I have known pharmacists who have felt it a duty to remain to serve those who have been loyal supporters over the years, though they soon realise that that can be misplaced. The doctors, on the other hand, are attracted by clean modern premises which are well-staffed, even if the convenience of the patient sometimes appears to be a secondary consideration.

I wonder how much longer pharmacy will be able to resist taking its full part in a centre in which so often it is the only link in the chain that is missing? Yet, to utilise the knowledge and skill of the pharmacist to the full, it is essential he should be in personal contact with doctor and patient.

pharmacy at Main Street in 1948. He had intended to retire and had just concluded the sale of the business. He leaves a widow, a son and two daughters.

*Mr C. S. Ritchie, secretary, UCA, writes:* Mr McMillan was a well-known popular and highly respected pharmacist in Northern Ireland. He was an enthusiastic and hard-working member of the UCA executive committee which he joined in 1962, being elected president for 1973. He regularly attended the monthly committee meetings in spite of the fact that

this involved a long journey from Portrush to Belfast, a journey which was fraught with some danger during the past 5 years. Mr McMillan was one of the mainstays of the UCA north east branch which he served as honorary treasurer for several years. His worth and talents did not go unnoticed in Portrush and he was a past president of the local chamber of commerce. Mr McMillan's sudden death has come as a severe and grievous shock to his many friends in pharmacy in Northern Ireland.

**\*26% of men already use  
a hair conditioner  
(usually the wife's)**



**Now they've got their own**  
**National press advertising commences October**

# FOR FAST PAIN-RELIEF —QUICK SALES TOO!



Beecham remedies for headache, nerve pains, rheumatic aches . . . all across the country they're household words. And they're all heavily advertised too, in press, on TV or both. Which means they all sell—fast.

Profit fully from the advertising, from the demand and from Beecham's active support of resale price maintenance. Display these famous, fast-selling remedies so your customers can see you stock them.

## BEECHAM HOME MEDICINES— BEST SELLERS ALL ROUND

Beecham's Powders  
Tablets, + Hot Lemon  
Phensic Tablets  
Macleans Indigestion Remedy  
Powder, Tablets  
Iron Jelloids  
Fynnon Calcium Aspirin  
Tablets  
Cephos Powders, Tablets  
Ellimans Embrocation

Germolene Ointment,  
Footspray, Plasters, New-Skin  
Setlers Tablets  
Veno's Standard and Honey and Lemon  
Fynnon Salt  
Dinneford's Gripe Mixture  
Yeast-vite Tablets  
Phosferine Tablets, Liquid  
Fynnon Spa Bath Salts and Liquid  
Beecham's Pills

All Fresh Clean-up Squares,  
Baby Bottom Wipes  
Eno 'Fruit Salt'  
Germoloids Ointment,  
Suppositories, Moist Toilet Tissues  
Phyllosan Tablets  
Ashton & Parsons Powders  
Mac Lozenges  
Night-nurse  
Diocalm Tablets

# New products and packs

## Over-the-counter medicinals

### Carmolis herbal remedy

An advertising campaign in five national newspapers and six women's magazines will back the launch of Carmolis, a Swiss herbal remedy for colds, chills and stomach upsets (40ml, £0.55). The campaign will cover nearly 87 per cent of the target audience of housewives.

The advertising campaign breaks in October in the *Sun* and *Daily Mirror* followed by the *News of the World*, *Sunday People* and *Sunday Mirror*. Women's magazines include *Woman's Realm*, *My Weekly*, *Family Circle*, *Good Housekeeping* and *She*. All will feature a monk in Carmelite robes bearing the Carmolis scroll. He also appears on the packaging, snowcards and other point-of-sale material, which is in blue, white and red. All point-of-sale material features the slogan, "The original Swiss therapy".

The formula is (per cent w/v): clove oil 0.158, lavender oil 0.315, nutmeg oil 0.0631, anise oil 0.0142, menthol 1.53, thyme oil 0.00158, cassia oil 0.158, sage oil 0.0315, citronella oil 0.0158, lemon oil 0.0102, alcohol (95 per cent) 69.5 per cent v/v. The original formula was developed by Carmelite monks over 300 years ago and has been used as a folk medicine ever since. It is said to be used extensively in Germany for menstrual pains and in Switzerland for hangovers. Carmolis is normally taken in warm water or on a lump of sugar or, as an inhalent for coughs, sprinkled on a handkerchief and the vapour inhaled.

A launch bonus deal of 7½ per cent discount on six or more, is available from Dendron Distributors Ltd, 94 Rickmansworth Road, Watford, Herts).

### Ormatogen vitamin C

Ormatogen are adding a new vitamin C tablet to their range of vitamins. Each tablet, sugar-coated chewable tablet contains 75mg vitamin C (30, £0.26; 100, £0.68).

The product was test marketed in the south of England last winter when it showed "a high level of acceptance." National distribution will be supported by advertising in women's magazines. Display material is available (Fisons Ltd Pharmaceutical Division, Loughborough, Leics).

## Cosmetics and toiletries

### Arrid Plus launched

Carter Wallace have introduced Arrid Plus anti-perspirant which they claim reduces perspiration wetness by up to 100 per cent more than any other aerosol anti-perspirant. This is due they say to the inclusion of a new active ingredient, benzyl hydroxychloride, a factor that



will feature in their proposed television advertising for the product launch. Initially the product will be on sale in the London, Southern and Anglian television regions and a six-week television campaign will begin in these areas October 21. It comes in scented and unscented variants in three sizes — 130gm £0.45, 190gm £0.58, 255gm £0.70 (Carter-Wallace Ltd, Wear Bay Road, Folkestone, Kent).

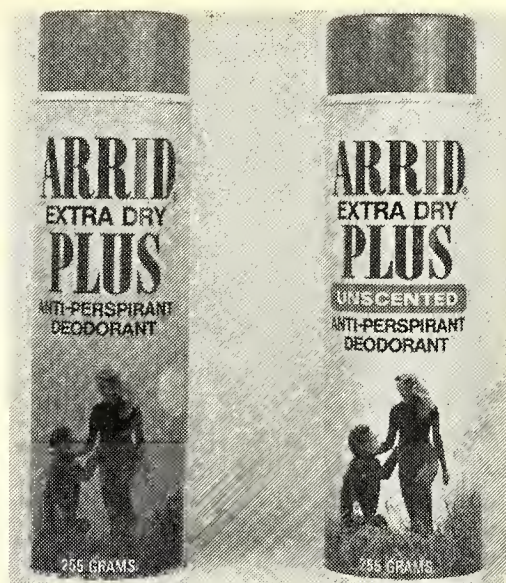
### For healthy skin

Good Nature All-Over moisturiser and All-Over cleanser are two new products introduced by Bonne Belle. The moisturiser (£1.33) is a combination of sesame oil, wheat germ, and protein in a light, creamy lotion. It may be applied to any dry area of skin to restore lost moisture. The cleanser (£1.47) is a combination of protein and honey and forms a creamy lather when mixed with water. It may also be used as a shampoo. Both products come in 8-oz jars.

Also launched are five moisturising gels called Thirst Quenchers. Packed in 4-oz tubes (£0.59) the gels have fruit fragrances — lime, tangerine, green apple, raspberry and lemon. The clear gels contain emollients such as cocoa butter, coconut oil and glycerine and may be applied to any area of dry skin (Bonne Belle Ltd, York House, Empire Way, Wembley, Middlesex).

### Non-smudge lipstick range

Orlane have introduced a range of 24 lipsticks which they claim are glossy, shiny, long-lasting and non-smudge. The lipstick shades range from beige and



pale pink to a deep blackcurrant, and there is a Froster to change any shade into a pearl one. The texture is creamy, they contain moisturisers to help protect the lips, they have a raspberry perfume and contain a substance which "keeps the product within the area it is applied" therefore preventing smudging of colour. The lipsticks (£1.45) are presented in a navy-blue case decorated with six silver bands and are packed in navy and white cartons.

To co-ordinate with the lipstick shades, Orlane have introduced a range of 24 nail enamels that match the lipsticks in either a clear, or pearl finish. The nail enamels (£1.40) are quick drying and long lasting and come in bottles decorated with O's. Both products are for sale in October (Jean D'Albret-Orlane Ltd, 125 High Holborn, London WC1V 6QX).

### Two collections added

Max Factor have added lipstick and nail polish collections to their range. Double Rich, whipped creme lipsticks (£0.59) are creamy, moisturised lipsticks that come in a midnight blue case decorated with a gold band. There are eight colours in the collection ranging from deep bronzed plum to a pale pink.

Double Rich, nail colour (£0.49) is a collection of six creamy nail polishes including such colours as enamel red, chocolate spice and plum shiny (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Continued on p 390

# New products

Continued from p 389

## Photographic

### 110 projector with belt carrier

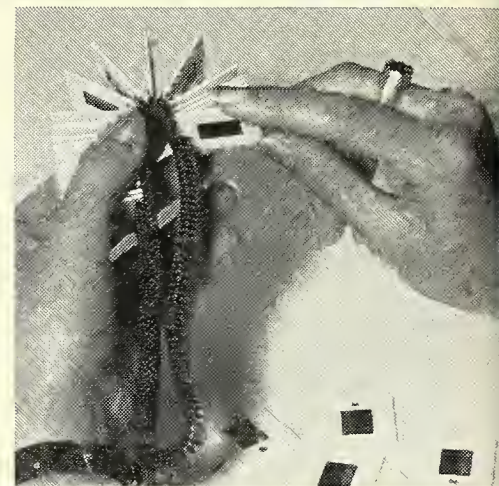
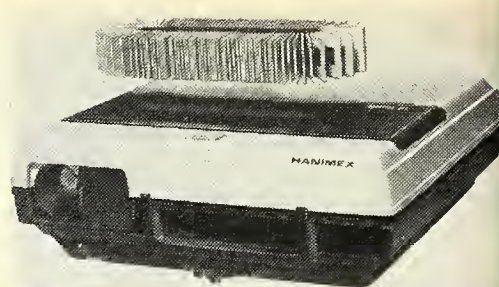
An 110 projector, capable of projecting three slides a second with a new transport system, is being introduced by Hanimex (UK) Ltd.

The Hanimex Rondette 100 (£72.95) has a continuous flexible nylon belt magazine, the slides being snapped into steel springs on the belt's outside surface. Coming in 40-, 80- and 120-slide capacities, the belt slips onto spring-loaded spindles in the projector and the slides are held in alignment for projection. At full speed

the slide changing operation is said to virtually eliminate "blackout", and as the slides themselves are not part of the change operation, there is less chance of jamming.

Made in polycarbonate, the projector measures 10.2 x 26.7 x 26.7 cm and weighs 3.18 kg. Projection with the 58 mm wide angle lens is said to fill the screen from normal projection distances and the lighting source is a cooled halogen lamp with a rating of 150w at 24v. The projector stands on its end for storage.

The company says that the fast rate of projection — claimed to be four times faster than the fastest conventional machine — can be used for special effects: eg motion, animation, time lapse, true "zoom" shots. A fully-loaded 120-slide carrier is said to take up no more storage space than a standard 36-slide tray. Other features include a "built-in" remote control unit, forward/reverse slide change, input for sight and sound synchronisation, and carrying handle (Hanimex (UK) Ltd, South Dorcan Industrial Estate, Swindon, Wiltshire).



## Braun to enter UK electric shaver market next year with five models

Braun Electric (UK) Ltd are to market a range of five of their own electric shavers in the UK from January 1. This follows the ending of a 20-year agreement with Ronson Corporation on December 31 (*C&D*, September 7, p 312).

The shaving system used in the razors is based on refinements of the sixtant system developed and marketed by Braun in West Germany during the 1960s. The system uses a thin foil which has sharp-edged hexagonal holes and slots to trap short and longer hairs while being razed by the cutting head below. The foil is made from nickel, with the holes cut by an electrogalvanic method, and coated with platinum. Chemically inert, it is claimed to be more resistant to staining than steel foils, and more hygienic.

The shaver head is said to be the narrowest on the market which helps it to enter awkward face crevices. The thin but strong foil is shaped tightly around a curved cutter block to give a similar action whatever angle the shaver is held to the face. The motor has only one

moving part, and almost all the shaver components are made in West Germany by the company itself. The shavers all come with mirror, brush and flex, and the transparent head cover has a red spot on it for ease of location if dropped on the floor. All the models have dual voltage control (120/240v AC).

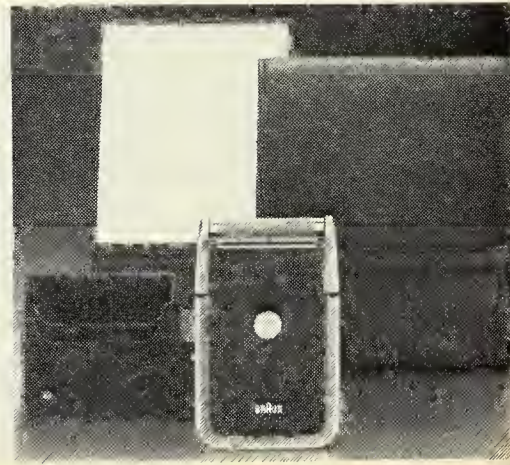
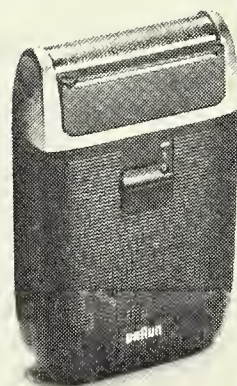
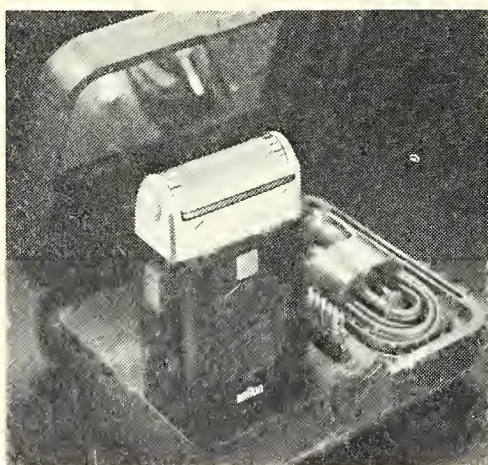
The Synchron Plus (£15.95) is the principal shaver in the range. Made in a Makrolon plastic casing, said to be unbreakable and which is sand-blasted to a smooth finish, the shaver has a three-year guarantee and comes in a black travel pack. The sliding on/off switch incorporates the control for a hair trimmer which is located above it.

The Synchron (£14.95) uses the same system in a shaver slightly fatter than the Plus version. With three-year guarantee it comes in a black travel pack. The Synchron Plus de luxe (£17.95) is a gift version of the Plus in a special presentation outfit that includes a soft leather travelling pouch and wall bracket for home use.

The Intercontinental rechargeable (£29.95), said to be the most expensive shaver in the world, gives a total of 30 minutes shaving before recharging. Complete with leather pouch and a recharging unit which slots into a wall bracket, the shaver is said to accept world-wide voltage ratings and has a two-year guarantee.

The Lady Braun Cosmetic Shaver (£10.95) has a slightly different foil head designed for women and a smooth cutting comb for long hair. Packed in a round beauty case, the shaver has a one-year guarantee.

The company says it will spend twice as much on advertising as anyone has spent on a shaver model. Probably to include TV, the campaign is scheduled to start in March/April to introduce the range at the time when retailers are expected to have received the first shipment of shavers through national wholesalers. A further campaign would be launched in the Christmas period. By January, the company hope to have established a network of 200 service and repair dealers, a list of whom would be included in shaver packs. Repair facilities for existing UK owners started on September 1 (Braun Electric (UK) Ltd, Mill Nead, Staines, Middlesex TW 18 4UQ).



Braun range: Synchron (left), Lady Braun Cosmetic Shaver (centre left), Synchron Plus (centre right), Intercontinental



# A word about family planning

Beecham have planned their family of shampoos to form a team of leading brands which together cover the needs of all three major segments of this profitable market.

Silvikrin Shampoo—top brand in the popular-priced Beauty Segment.

Bristows—a superior conditioning treatment

and deep cleansing shampoo in one product—leader of the Cosmetic Treatment Segment.

Vosene—the top selling Medicated Shampoo for all the family.

Stock the whole Beecham Shampoo Family and satisfy ALL your customers' needs.

**BEECHAM  
TOILETRIES**

*-sell through faster*

BEECHAM PROPRIETARIES, BRENTFORD, MIDDLESEX.

# Trade News

## Crumple-soft theme

Bowater-Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR, are relaunching Soft White and Rainbow Scotties in bright packs with a clearly defined border for increased shelf impact this month. The new packs have a floral design, Rainbow Scotties having a lavender border, while the Soft White pack is brown, white and yellow, bordered with beige. The "crumple soft" theme, associated with the range of tissues has been incorporated into the copy on the packs.

Harmony Scotties are currently being featured in a national television campaign which will last until October 5. The commercial emphasises the four shades of colour found in one box of tissues and their "crumple-soft" quality.

## Christmas bonanza

Prizes are being given away by Gerhardt Pharmaceuticals Ltd, Thornton Laboratories, Glebe Road, Huntingdon PE18 7D, in a Christmas bonanza. For each customer order worth £10 trade price, retailers will receive a voucher from the company. These vouchers may be redeemed against a wide choice of prizes ranging from a stainless steel breakfast set for one voucher, to a stereo record player for 30 vouchers. Brochures detailing the bonanza are being mailed to pharmacists.

## It's in the bag!

Unichem Ltd, Crown House, Morden, Surrey, have produced colourful carrier bags (200 for £4.05) available to their customers only. The bags are white plastic, decorated in pink and maroon with a motif representing an apothecary carboy, mortar and pestle, and carry the Unichem name and emblem.

## Family Doctor on pregnancy

"You and your pregnancy (month by month)" is the latest booklet in the Family Doctor series (£0.15). Mr Elliott Philipp, a consultant gynaecologist, explains to the pregnant woman what happens from conception to birth and what to expect in each of the nine months. Available to members from the National Pharmaceutical Union, 321 Chase Road, London N14 6JN, or from Family Doctor Publications, 47 Chalton Street, London NW1 1HT.

## Frosted shades added

Six frosted shades have been added by Helena Rubinstein Ltd, 31 Davies Street, London W1Y 1FN, to their Soft Care lipcolour range. The shades are loving pink, a soft warm pink; tender copper, a bright orange; tender tawney, a golden,



cinnamon-orange; dewey rose, a raspberry pink; plum pretty, a burgundy colour; and tender glow, amber.

## Metrication aids

A number of aids have been produced by the Distributive Industry Training Board to assist retailers familiarise their staff with the changeover to the metric system where this has not already taken place. There are the following aids:

METpak, a 20-minute presentation on 46 colour slides and tape (£17.28 including VAT) available in either cassette or tape reel version. For the training officer there is a lecturer's metric manual for a half-day course (£2.50) and the Metric Shop, a colourful training/information booklet (£0.75). Elsewhere in this issue is an application form for the aids.

## More Kamera Klear colours

Eight colours have been added to the Kamera Klear nail gloss (£0.28) range by L. Leichener (London) Ltd, 436 Essex Road, London N1 3PL. The shades—numbered 17-24—include such colours as ochre-gold, rich purple, petrol blue and forest green.

## Price Commission interventions in August

The Price Commission last month rejected 48 pre-notifications of price increases from manufacturing and service companies in categories I and II. In 23 cases the companies concerned withdrew their pre-notifications of intended increases and in 56 the extent of the increase was reduced by the Commission.

Among withdrawals were increases of 16.1, 16.0 and 12.5 per cent in New Dew bath essence, bath oil and soap from Boots Co Ltd; and 27.4 (USP grade) and 20 per cent (feed grade) in calcium D pantothenate by Roche Products Ltd. ICI Ltd had its notification of 7.9 per cent on urea modified by 5.8 per cent, and proposed price increases on a range of mixers from Hobart Manufacturing Co Ltd were also reduced.

## Nourishing cream offer

Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP, are featuring a "special offer" size of their nourishing cream—200cc for the price of the standard size—£0.98.

## Increase in sales force

Following the successful reception of the "new look" gift presentation of the 4711 range, Cologne Perfumery Ltd, Telford Road, Basingstoke, Hants, sole agents

for the range, have added six representatives to their sales force.

## Money-off promotion

Lasting until the end of October, Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8, are offering 20's packs of Lil-lets regular, super and super plus, at 3p off the recommended price. The offer will be shown on-pack.

## Consumer offer

Jeyes UK Ltd, Brunel Way, Thetford, Norfolk, are currently running a 3p-off consumer offer on the three varieties of Airwick Solid. The offer is shown on promotion packs.

## Vestric promotions

Vestric Ltd, Chapel Street, Runcorn, Ches WA7 5AP, are running a promotion on Propa PH in the following quantities, until the end of September: packs of six bottles—5 per cent discount; packs of 12—15 per cent discount; packs of 36—20 per cent discount.

Vestric are also promoting Pharmaton from September 23 until November 1. The promotion is, parcel 'A' (12 x 30's and 3 x 100's) offering 15 per cent discount on trade price plus a 5 per cent display discount; parcel 'B' (6 x 30's and 1 x 100's) offering 7½ per cent plus 5 per cent display discount; parcel 'C' (3 x 30's) offering a 7½ per cent display discount. Point of sale material is available.

From the end of September, Vestric representatives will be carrying the 1975 range of Verbania sunglasses and will be offering special quantity terms and incentives for orders placed before the end of December.

# on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

**Adorn:** M, Lc

**Anadin:** All areas

**Airwick solid:** Ln, M, So

**Andrex:** All areas

**Aquafresh:** All areas

**Cow & Gate baby meals:** Lc, Sc, WW, We, B, G

**Cow & Gate Babymilks:** Lc, Sc, WW, We, B, G

**Harmony Scotties:** All areas

**Nutriplan:** Ln, M, Lc, So, Sc, WW, Y

**Oil of Ulay:** Y, NE

**Pond's light moisturiser:** Ln, M, So

**Q-Tips:** Ln, So, Lc, Y

**Right Guard:** All areas

**Savlon babycare products:** All except G, E, CI

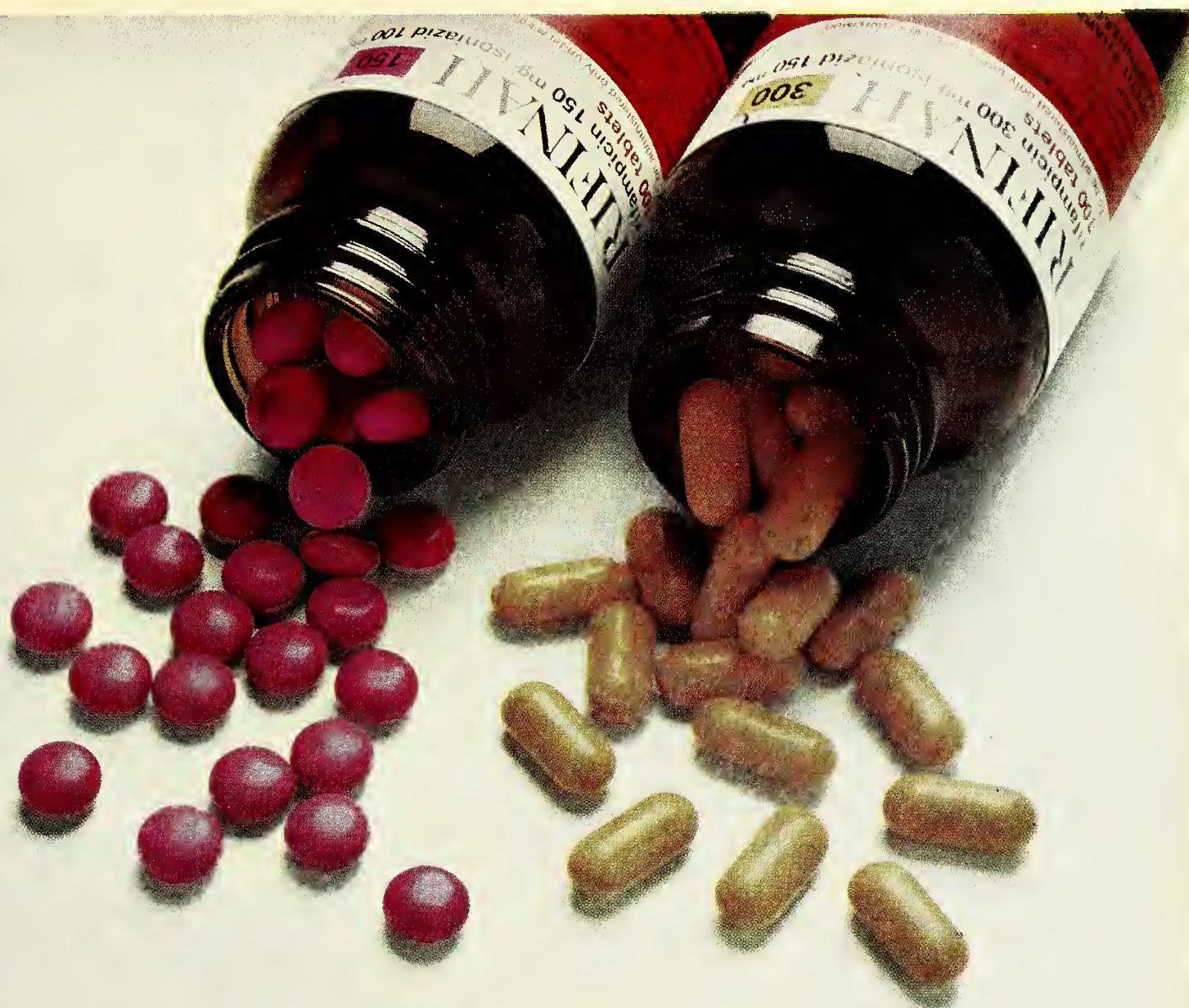
**Silvikrin hairspray:** All areas

**Silvikrin shampoo:** All areas

**Sure:** All areas

**Three Wishes foam bath:** Sc

**Three Wishes soap:** So



a new major anti-tuberculosis  
product from Lepetit.

# RIFINAH

**Rifadin and isoniazid combined.**

The two leading antituberculosis drugs RIFADIN and isoniazid have been combined in one tablet for the easier management of tuberculosis. Only one product need be prescribed to obtain maximum benefits from both drugs. Only one medicine need be taken so the daily dose is less likely to be forgotten or ignored.

RIFINAH is available in two strengths,

RIFINAH 300 and RIFINAH 150, allowing flexible and accurate measurement of dosage.



RIFINAH 300—each tablet contains RIFADIN (rifampicin) 300 mg, isoniazid 150 mg.



RIFINAH 150—each tablet contains RIFADIN (rifampicin) 150 mg, isoniazid 100 mg.

Further information is available from:  
LEPETIT INFORMATION SERVICE,  
Lepetit Pharmaceuticals Ltd.,  
33–37 Queen Street,  
Maidenhead, Berks SL6 1NB.  
Telephone: Maidenhead 32011.

# RIFINAH

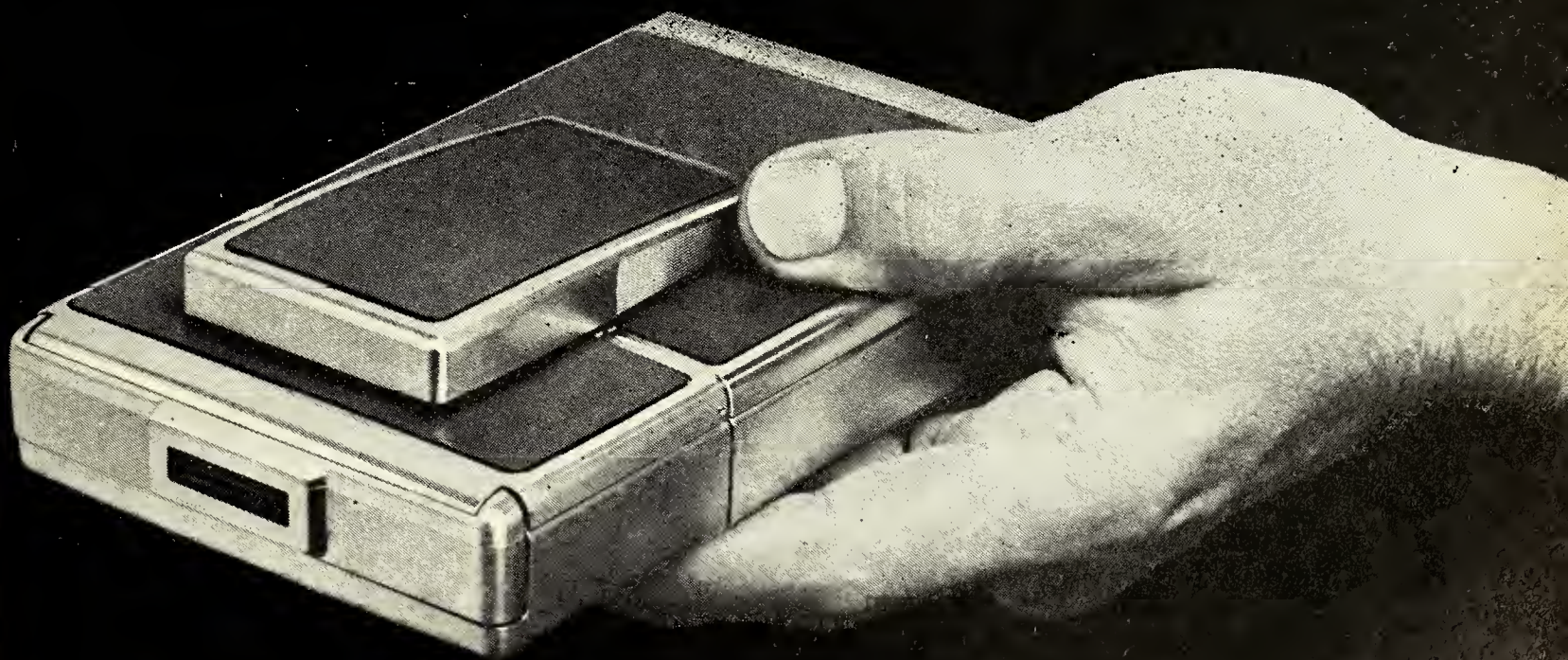
**simplifies  
the treatment  
of tuberculosis.**

Perhaps once or twice in a lifetime, there comes an invention so radically new, it actually changes the way we live our lives.

Television was one.

We believe the SX-70 is another.

# October 8th. From Polaroid.



"Polaroid" and "SX-70" are trademarks of Polaroid Corporation, Cambridge, Mass., U.S.A.

Polaroid (UK) Ltd. Ashley Road St. Albans Herts. © Polaroid Corporation 1974. All rights reserved.

# Christmas Gifts 1974



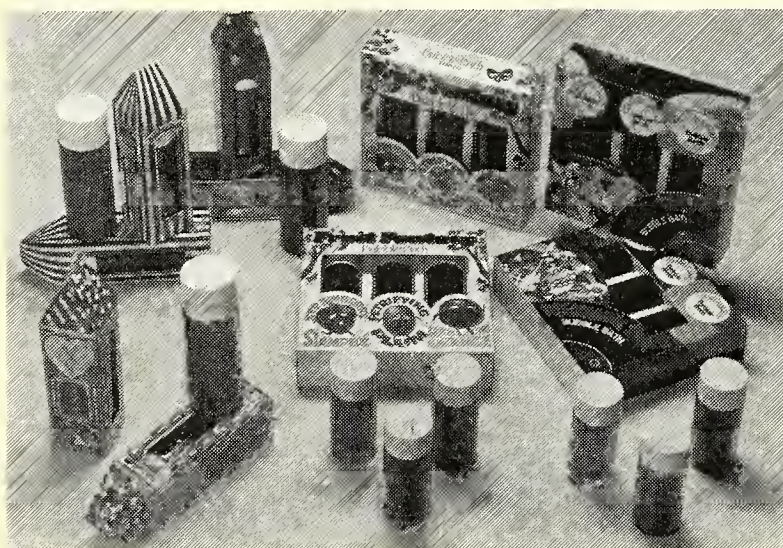
The complete range of Christmas coffrets from Gala. Myram Picker



Aqua Manda fragrance gift (£1.05) left, foam bath set (£0.95). Goya



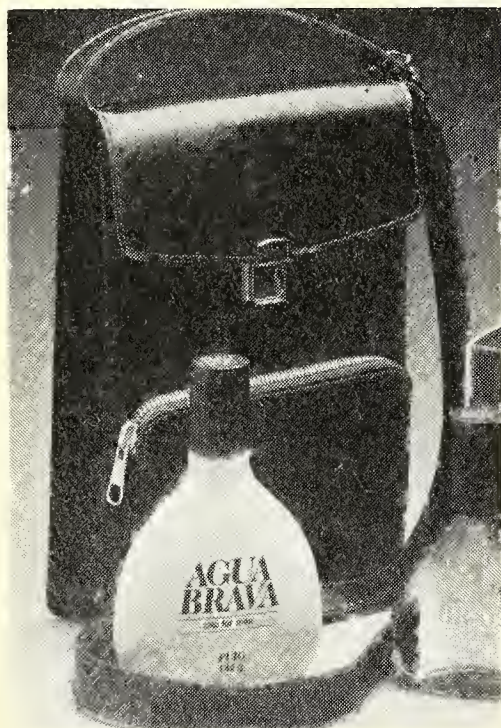
Aqua Manda after shave (£0.60), pre-shave (£0.50) Cologne (£0.65)



Nutress bubble bath novelties, left "houses" in three designs (£0.49), centre "fruit fantasy" trio (£0.69), and "discomanic" soak (£0.69). J. N. Toiletries



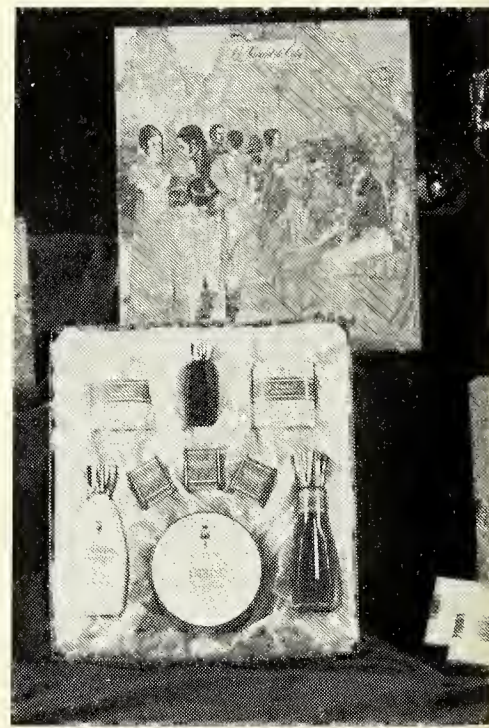
Ormarin foam bath and talcum (£1.82); eau de toilette and talcum (£3.53); eau de toilette atomiser and talcum (£2.41). Fontarel



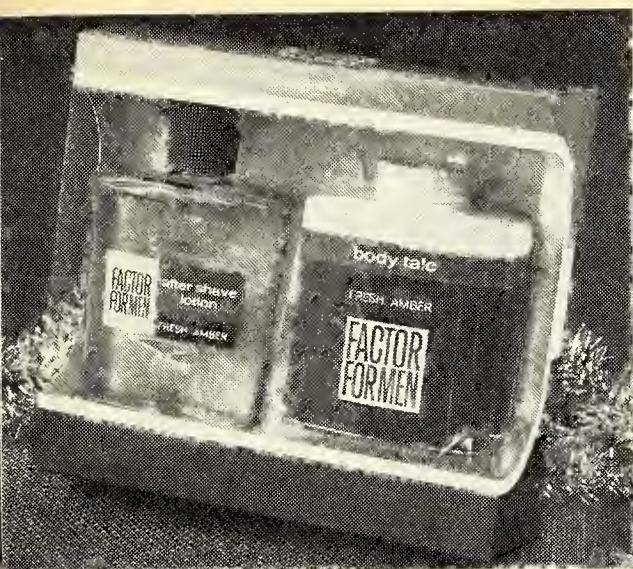
Aqua Brava leather shoulder bag containing after shave and talc (£14.50). Myram Picker



Tawny lip and nail set (£0.58). Myram Picker



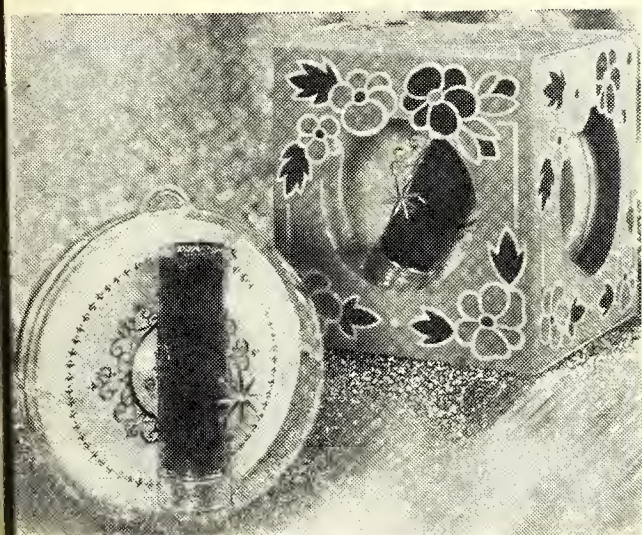
L'Aimant coffret with hand lotion, skin perfume, flacon mist, dusting powder, soap, bath cubes (£6.14). Coty



Factor for men, Christmas coffret. The gift contains fresh amber after shave lotion and body talc (£1.37). Shulton



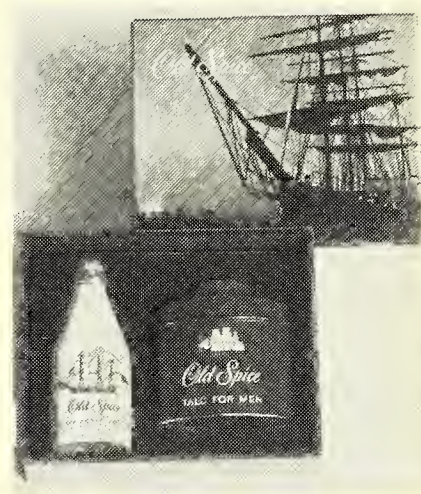
Italian Marble gifts. Left, assorted guest soaps (£1.38), six guest soaps (£1.03), standard assorted pack of three (£1.47), and one soap (£0.49). Christy



Coffret containing lipstick and compact (£0.93). Max Factor



Old Spice Sea Splash and soap (£1.52). Shulton



Old Spice Original after shave lotion and talc (£1.22) gift set. Shulton

## Extra coffrets for bath-time sales boost

A product sector that shows some of its highest sales at Christmas is bath additives, and one recent entry to the market, Aquasil, has particular reason to look for a further improvement in its position this year. In the October to January period covering last Christmas, the brand won over 12 per cent of the liquid additives market, putting it in third place, behind Ciba-Geigy (UK) Ltd, Simonsday, Manchester M22 5LB. The sterling share in shops stocking Aquasil was 13.3 per cent — and that only nine months after the national launch.

### new Cologne

These shares were obtained with only one coffret in the range, but for Christmas 1974 there are four, of which three include a new Fresh n' Cool spray cologne (not available separately).

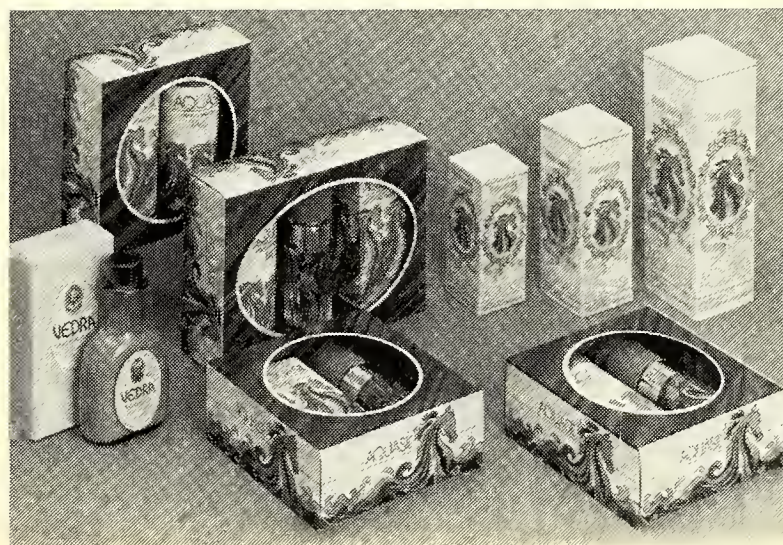
CIBA-Geigy report that the total bath additives market was up by 2 per cent in volume and 6 per cent value in the first half of this year, whereas in 1973 there had been drops of 1 per cent and 2 per cent respectively compared with 1972.

However, the 1973 figures disguise the fact that the fall can be attributed mainly to cubes (15 per cent), whereas salts (+8 per cent) and liquids/bubble baths (+15 per cent) were showing healthy progress. The market increase in January-June 1974 is due mainly to growth of liquids,

according to CIBA-Geigy's research figures.

Although new to the toiletries market in Britain, CIBA-Geigy have wide experience on the continent. Their aim is innovation, and Aquasil is one of the products based on an ingredient, Azulin, resulting from their own research.

The four Aquasil coffrets for 1974 are, left to right, additive and talc £0.84, additive, talc and Cologne £1.71, additive and Cologne £1.30, and talc and Cologne £1.26



# A Three Minute Commercial for Bonjela

*½ minute**1 minute**1½ minutes**2 minutes**2½ minutes**3 minutes*

Try this simple test.

Next time a customer walks in with a mouth ulcer or sore gums or a teething baby recommend Bonjela. And watch.

In 75% of cases Bonjela relieves pain in the mouth within 3 minutes(1).

That's why we call it the three minute smile.

That's why more and more people are recommending Bonjela.

Join them. Stock and display Bonjela.

And have a few more smiling customers.

Bonjela.

The  
3-minute  
smile



References: 1. Weg., MH (1965)  
Journal New Jersey Dental Society 37, 169.

Full prescribing information is available from: Lloyds Pharmaceuticals Ltd.  
A member of Reckitt & Colman Pharmaceutical Division, Hull.

Product Licence No. 0107/5002.

# The preservation of formulated products

CONFERENCE  
DISCUSSION  
FORUM



Since the mid-sixties when the inquiry by the Royal Swedish Medical Board into Microbial Contamination of Medical Preparations was published, there has been an increasing interest in the preservation of formulated products both pharmaceutical and cosmetic. More recently the activities of the FDA in America, the entry of Britain into the European Community and the advent of the Medicines Act have all placed emphasis on possible standards for microbial content and preservative potential of formulations.

Under the chairmanship of Professor M. R. W. Brown (University of Aston in Birmingham) a panel of three speakers led the discussion forum. Professor D. A. Norton (University of Bath), a research worker of many years standing in the area of sterile ophthalmic products, surveyed his own field in the context of the wider issues. Mr Hugh McG. Scott (Pharmaceuticals division, Imperial Chemical Industries Ltd) spoke as one practically involved in the day-to-day problems of preserving formulated preparations. Mr G. Sykes (Department of Health) commented in general terms as a senior member of the inspectorate.

Professor Norton brought together current information on sources of contamination under the three headings of raw materials, manufacture and patient usage. The continued use of the multi-dose container for all types of formulation did not allow the formulator to relax his efforts even when the initial product was sterile. Thus, a preservative was required which for ophthalmic formulations would have a minimal requirement of ensuring freedom from harmful micro-organisms during the period for which it was to be used. A standard that he had adopted for eye drops was a resterilisation time of one hour when challenged by a standard inoculum of  $10^6$  organisms per ml at 25°C, using organisms relevant to eye infection. An area of doubt in the control of ophthalmic preparations was that of "cosmetic eye lotions" and the increasing number of solutions for the soaking of soft contact lenses. He had found that commercially available solutions showed a large variation in their capacity to deal with a challenge test such as he had quoted and hoped for some control of manufacture and preservation to be introduced.

## Challenge tests

Mr H. McG. Scott concerned himself particularly with the testing of formulated preparations for adequate preservation against microbial challenge. The "official" guidance in this country is the Pharmacopoeial single-challenge test for injections in which an inoculum of  $10^6$  vegetative bacterial cells per ml should be

killed within three hours. The USP test is more detailed in naming five challenge organisms and specifying bactericidal and fungistatic end-points. Mr Scott was not happy about strictly defining either test organisms or period of testing. The organisms needed to be relevant to the use of the product and to the likely spoilage hazards, whilst the length of time that challenge tests should be applied for was determined by the usage conditions. Whilst official tests are useful in monitoring preservative systems it would be a backward step to apply them without modification to all types of formulation.

Mr Sykes discussed the recommendations pertaining to preservatives in the Rosenheim "Report on the Prevention of Microbial Contamination of Medicinal Products". He stressed the need for better preservatives and the more judicious use of those that are available. On the subject of standards for microbial content he reminded the audience that a British Pharmacopoeia Committee report on contamination of medicines for oral and topical use had indicated that the type of organism present rather than absolute

numbers had been highlighted as a basis for safety.

The discussion from the floor was wide ranging with both industrial and academic contributors. A cosmetic chemist commented upon challenge testing and the importance of using authentic spoilage forms which represented a real hazard to stability. The academics were in general wary of prescribing conditions of testing and degree of challenge rigidly. The nature of contaminants could alter significantly with variation in nutritional status of the product, interaction between different contamination micro-organisms would give a complex situation and choice of challenge organisms could not be rigidly defined.

Those attending the discussion forum in the hope of obtaining cut and dried answers to preservation problems would, perhaps, have been disappointed. Micro-organisms are, however, infinitely variable and do not lend themselves to neatly parcelled regulations. It certainly must be the case that if such an assembly of expert opinion can be so catholic in range then any standards which do emerge must be flexible and realistic.

## HISTORY OF PHARMACY SESSION

### The influence of company chemists

Over 100 years ago, pharmacists were struggling to maintain a place on the edge of a crowded medical profession said Dr Stanley Chapman, lecturer in economic and social history, Nottingham University, and author of "Jesse Boot of Boots the Chemists."

In his talk, "The company chemist — an historical perspective," during Tuesday afternoon's history of pharmacy session, Dr Chapman said in those days pharmacies dispensed only a few prescriptions a week. The 1815 Apothecaries' Act ensured that many medical practitioners were well qualified in dispensing so that before the First World War about 90 per cent of all dispensing took place in doctor's surgeries. Towards the end of the 19th century, improved secondary education produced a large output of educated youths who, particularly those of lower income families, went into pharmacy rather than the older, relatively slowly-expanding professions such as law or medicine.

Between 1850-1905 the number of medical practitioners increased by about 114 per cent whereas the number of registered pharmacists increased by nearly 900 per cent. Sales of patent medicines increased by about 800 per cent but the

trade was shared by grocers and co-operatives. By 1914 retail pharmacists were taking slightly less than half these sales and were still "struggling to maintain a place."

Dr Chapman went on to say that all this time pharmacists craved professional standing and longed for a position in the local community alongside other men of status. This attitude, when linked with the urge for "professional," ie high, profit margins and the retention of the "healing mystique" of the 19th century, was perhaps "reactionary and unrealistic" under the circumstances. Another problem was the increasing cost of buying a business so that, before the First World War, out of 15,000 pharmacists only just under half had their own shop, many of which were struggling to survive.

These factors paved the way for the development of the company chemist. Parliament, too, was committed during the 19th century to a policy of "laissez-faire," so was unlikely to exclude limited liability companies from the retail drug trade. Most of the many attempts to regulate medicine were rejected by Parliament, with nearly 50 Bills defeated between 1834-81. The Pharmacy Act

*Continued on p 400*

Continued from p 399

1852 originated the professional register but did not curtail the patient's freedom to patronise other sources, such as the herbalist, for medicines.

The 1880 test case of the Pharmaceutical Society versus the London and Provincial Supply Co Ltd legalised company pharmacies under unqualified ownership as long as a pharmacist was employed at each shop. Leading entrepreneurs in the 1890's were Jesse Boot in the Midlands and East Anglia, William Day of Day's Drug Stores, a Southampton grocer, and W. B. Mason of Taylor's Drug Stores, Leeds, later Timothy Whites and Taylors.

Mr Day retired in 1901 and Mr Mason about 1916, but by then Jesse Boot, who was chairman of the Drug Company's Association, had long been established as the dominant figure. This "downtown herbalist who through a long struggle became a multi-millionaire, a peer, a philanthropist, a newspaper proprietor" radically changed the retail pharmacy profession, while his individualism and "boundless energy" left a "trail of personal conflicts".

Dr Chapman believed Jesse Boot's drive was based on a religious fervour, his Methodist background giving him a mission to spread healing to the working classes who could not afford the high cost of professional fees. His aim was to

provide cheap medicines to the consumer when doctors and pharmacists did not. His publicity techniques were "big, brash, vulgar and ebullient" in 19th century opinion, but appealed to the working classes. He even hired brass bands for advertising and pushed bills through doors.

Dr Chapman attributed the success of all the company chemists to their success as salesmen, and to the introduction of the concept of low margins and high turnover to pharmacy; the success of Jesse Boot himself was a result of an aggressive belief in his own cause, a cause for which he fought throughout his life.

□ Emeritus Professor G. E. Trease, former professor of pharmacognosy and head of the school of pharmacy, University of Nottingham, traced the histories of the apothecaries in two areas of Nottingham where pharmacy was practised for long periods. One area was the Weekday Market at the junction of Middle and High Pavement, with records dating back to the spicer-apothecaries of the early 14th century. Another area was "Cook Stool Row," now The Poultry which runs beside the Council House, and where John Plumtre, an apothecary surgeon, owned property in 1494.

Professor Trease pointed out that there was a close relationship between the trades of apothecaries, mercers and

grocers, with members of different trades belonging to the same families and selling similar goods. Apothecaries in the provinces frequently joined whatever company or guild was available to them, and the Nottingham company of mercers, drapers and grocers may have had apothecaries among its members.

## Packaging control

A pharmaceutical analysis discussion forum was also organised by the Joint Pharmaceutical Analysis Group. The subject was "Control of pharmaceutical packaging" and the speakers were Mr J. E. Pentelow (head, packaging division, The Boots Co Ltd), Mr R. I. Felix (production manager, Dista Products Ltd) and Mr A. Peacock (quality control manager, 3M Laboratories Ltd).

The purpose was to review the procedures used by the pharmaceutical industry in the control and testing of raw materials and final containers used in the packaging of medicinal products. With the ever increasing cost of raw materials more frequent substitutions have to be made and this poses a challenge to the pharmaceutical analyst in ensuring that all materials comply with both regulatory and company specifications. Mr Pentelow spoke on plastic packaging, Mr Peacock on metal containers and Mr Felix on the remaining materials, especially glass vials and rubber stoppers.

## Call for 'pill' to be off prescription

Oral contraceptives should be taken off prescription, Dr J. A. Loraine, Department of Community Medicine, University of Edinburgh, told the British Association for the Advancement of Science at its meeting in Stirling, Scotland recently.

Dr Loraine, chairman, British Doctors and Overpopulation Group, and formerly director, Medical Research Council clinical endocrinology unit, said that he personally would like to see oral contraceptives available off prescription: "After all, it is a safe drug — a good deal safer than aspirin — and it carries with it much less risk than the smoking of cigarettes." Nurses, midwives and social workers could be used to a much greater degree than at present in the delivery of family planning programmes, Dr Loraine added. Other proposals he advocated included the abortion law remaining "liberal", and greater facilities for sterilisation of men and women within the NHS.

Other points from papers presented at the British Association's conference include:

□ Doctors should be more cautious about prescribing sleeping tablets for insomniacs — many exaggerate how little they sleep according to Dr D. Dunleavy, Edinburgh University;

□ Professor J. P. Paul, Strathclyde University, described a filter device, consisting of membrane-coated activated charcoal, which may be of use in filtering paracetamol and paraquat out of a patient's blood;

□ "Heavy" prison sentences should be

imposed on drug pushers rather than fines, said Professor G. T. Stewart, Community Medicine Department, University of Glasgow. Another measure he advocated to cut down drug addiction was the prosecution of people who pass on sleeping tablets and other such medicines prescribed for them to their friends.

## July volume sales show further recovery

The final seasonally-adjusted index of the volume of retail sales for July is 109.5 (1971=100), broadly in line with the provisional estimate, and 1.1½ per cent above the June figure. The further recovery in the volume of trade, following the 2½ per cent June rise from the low level in May, may be due, in part, to the increases in earnings paid under threshold agreements, says the Department of Industry, which compiles the figures. In addition, the increased pensions which were paid towards the end of July may have been a further factor, in particular in respect of sales by food shops.

### Average down

Despite the recent recovery in trade, the average volume of retail sales in the four months April to July was 2¼ per cent below the average level in the first quarter of the year. Within the total, sales by "other non-food" shops (which include chemists) were 5 per cent down. Taking the first seven months of the year together, the average volume of total sales was 2¼ per cent below the average level in the second half of last year.

The retail sales index for all chemists and photographic retailers for July is 155

a 10 per cent rise over the previous year, compared to an index of 144 with a rise of 16 per cent for businesses generally. Independent pharmacies' sales rose 3 per cent giving an index of 147. Figures for multiples and co-operative societies are not given, and NHS receipts are not included in the calculations.

The provisional volume sales figures, seasonally adjusted, for August would give an index of 112, 2.2½ per cent above the July figure. This suggesting a continuation in the volume of trade evident in June and July, says the Department of Industry. The provisional value estimate for August sales, based on non-seasonally adjusted data, is estimated to show a rise of 18 per cent over last August.

## Refresher courses for Scottish pharmacists

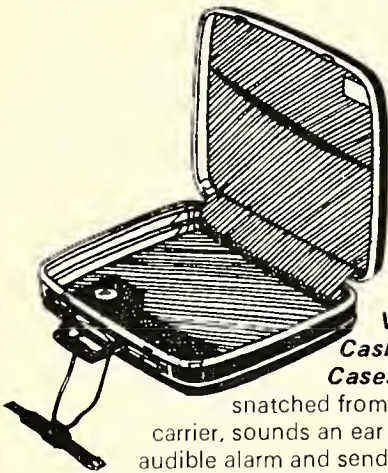
The following refresher courses are planned for Scotland:

*Ayrshire* — Ayrshire Central Hospital, Irvine, November 6, 13, 20 and January 8, 15, 22, 29, 1975, about three hours per session, on clinical aspects of medicinal chemistry, Parkinsonism and epilepsy, pharmaceutical technology.

*Aberdeen* — Course at the School of Pharmacy, Robert Gordon's Institute of Technology, Spring term 1975.

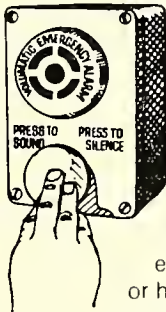
*Residential Course* — Chesters Management Centre, Chesters Road, Bearsden, Glasgow, April 4-8, 1975, on Pharmaceutical technology, clinical aspects of medicinal chemistry, common disorders of the skin, current treatment of diabetes, oral contraceptives. Full details will be circulated later.

# Volumatic Security Products



**Volumatic  
Cash carrying  
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When snatched from the carrier, sounds an ear piercing audible alarm and sends off clouds of dense orange smoke. The cash is stained and made useless to the thief and the carrier is protected by a year's free insurance. It's a foolproof way to carry cash. Available in three sizes. Also available ladies' style hand/shoulder cash carrying bag and in-store cash collection case with many new features.



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A multi-purpose portable audible alarm for floor or wall mounting; gives immediate 'press to sound' and 'press to silence' operation with ear piercing signal. Foot or hand operated.

**Volumatic Shoplifters** Bright deterrent orange signs for hanging in retail sales areas. Each sign carries powerful anti-pilferage slogan on either side. A sure way of deterring the casual and impulse pilferer. Bright orange acrylic with black lettering, suspended with chrome chain. Dimensions: 36 ins. wide by 12 in. deep (91 cm. (91 cm. by 30 cm.) Low in cost.

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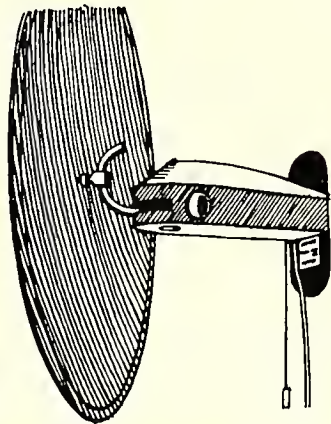
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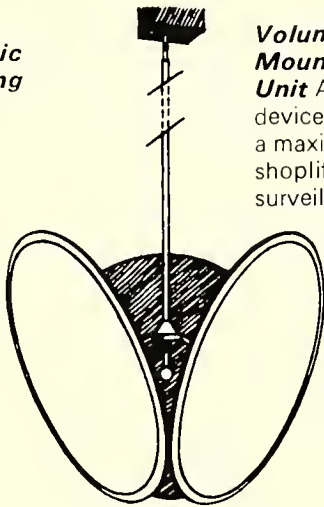
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**Volumatic Security Scanning Arm** The ultimate shoplifting deterrent, an electrically driven arm onto which convex mirrors can be mounted. Moves the mirror in a 120 degree sweep every 20 seconds. The mirror's movement maximises the deterrent of the convex mirror and gives added surveillance. Neat, modern and highly effective.



**Volumatic Ceiling  
Mounted Deterrent  
Unit**

A new security device designed to provide a maximum deterrent to shoplifters by constant movement of multi-angle surveillance mirrors.



A ceiling mounted arm on which are mounted three convex mirrors is driven in a circular motion by an electric motor. Can be fixed either to conventional or suspended ceilings. All the mirrors and the suspension tube in bright Volumatic deterrent orange. A fraction of the cost of similar products.

**Volumatic  
Anti-Pilferage  
Mirrors**

Volumatic new generation circular convex mirrors with a bright orange 'halo' trim are the most effective low cost method of pilferage control: three diameter sizes 16 in., 24 in. and 34 in.; tough glass fibre backing makes them virtually unbreakable.

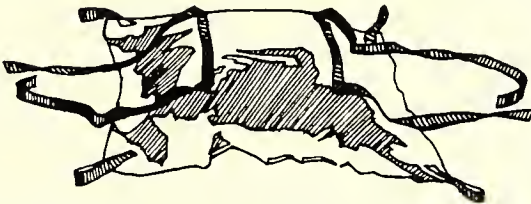
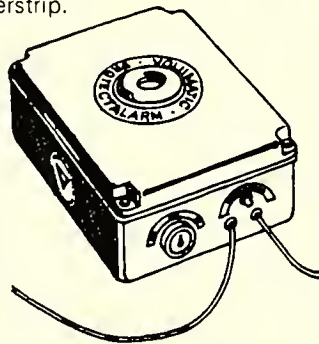
For tight corners, the Volumatic Slimview mirror is the answer. Oblong in shape it measures 24 in. wide by 16 in. deep. Bright Volumatic orange trim for added deterrent effect.

Volumatic Two-Way Observation Mirrors give discreet surveillance of high pilferage risk areas.

Available clear and indistinguishable from ordinary mirrors, or with Venetian silverstrip.



**Volumatic Loop Alarm Systems** An entirely new range of battery operated loop alarm systems that provide an unbeatable method of preventing the theft of merchandise on open display. Require no maintenance and running costs are virtually nil. Supplied with coaxial cable that cannot be bridged. Three types are available, two with unique and patented automatic re-setting facility. Powerful audible signal. Applications in all types of non-food retailing.



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Designed to contain the blast from expedient (home made) bombs. Gives 16 sq. ft. coverage. Already in use by department stores and some public utilities. Designed to be placed over the bomb until disposal experts arrive.

**Volumatic Protectachain** Chrome finished neat, flexible ball-link chain for securing goods on open display. Very low in cost. Case studies show it can totally eliminate pilferage.

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# "Metres, litres, schmeeters."

It's too late to get uptight about metrication. It's already with us. The government is introducing the public to metres and centimetres, litres and millilitres, grammes and kilogrammes. What now seems so unfamiliar will gradually be accepted just as decimal currency has been accepted.

But we in the distribution industry have a duty to be well ahead of the shopping public in our grasp of the new system. Customers will expect guidance and will shop where they know they can get it.

Metrication training should start NOW. The D.I.T.B. has training aids ready for you. These include: 'The Metric Shop', a publication giving wide ranging information and guidance on training; a Metric training manual for lecturers; 'METpak', a tape/colour slide programme; 'Measure for Measure', a twenty minute instructional programme on video cassette.

Don't get into a mess by trying to muddle through. Order your Metrication Training Aids now using the coupon provided.

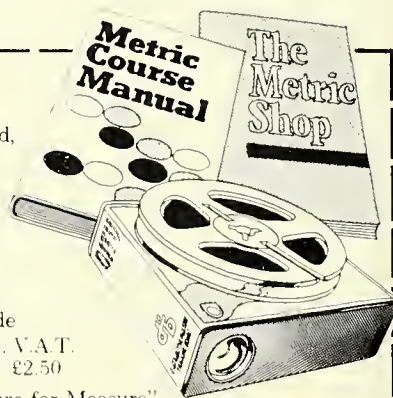
**You know training pays**



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☐ Please arrange for a training adviser to visit.  
Please send me:

- ☐ Copies of "The Metric Shop" @ 75p  
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Position \_\_\_\_\_

Company \_\_\_\_\_

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I enclose cheque for £ \_\_\_\_\_

**Distributive Industry Training Board**



# Pharmaceuticals: no candidate for state intervention

*In July, the Conservative Party named 22 MPs to serve as an industry liaison group to campaign against the Labour Party's nationalisation and state intervention plans. Mr Michael Grylls was given responsibility for pharmaceuticals, and has since been talking with the industry's leaders and visiting plants. In this article, resulting from an exclusive C&D interview, he outlines his findings — and makes a plea for a new look at the current price controls faced by the industry.*

## On Labour's Left Wing

The short term and immediate struggle is to avoid nationalisation—which is still clearly a live threat. I take no comfort from the recent White Paper (The Regeneration of British Industry, C&D August 24, p 238) which, although it does not mention the pharmaceutical industry *per se*, refers in paragraph 5 to the Labour Party manifesto where the industry was named. Then there is the proposed National Enterprise Board (a rose by any other name?). Whether nationalisation is spelt out, or a threat under the NEB, is for any industry simply a matter of semantics.

It is clear that the Left Wing members of the Government are still dead set on taking over sections of the industry. And among the larger companies would be Boots (with retail) and Glaxo (with wholesale) which offers a pretty good platform for the State sector.

## On multi-national companies

I am advised by people in the foreign-owned multi-national companies that the intervention of State industry would seriously affect their position in this market in regard to investment in plant and research. But many of their manufacturing units are in the regions and there could be adverse effects on employment should these companies fail to expand, or should they even retract—which could occur if their market were bled from them by a state-owned company.

I would expect a state company to produce generics in opposition to private industry—it would be crazy not to—and there would be an attempt to amend the Patent Act. But people have got to realise that the foreign multi-nationals could do without Britain, which is only 1 per cent of the world market, and Britain would then have to import their drugs from abroad. It is the loss of exports from Britain that this would involve that is the most alarming aspect, however.

I have been impressed by the international scene of the pharmaceutical industry. Just as with aircraft development, investment is too high to talk on a national basis—you cannot afford to develop drugs for one market alone. Yet this industry has stood entirely on its own feet without government funds (that

the NHS is the major customer is not of its choosing, but the way we organise our health care); the industry also has a fine record of innovation and of balance of exports over imports.

Foreign multi-nationals have this "ogre" appearance, but there is no reason to suppose that they behave any differently from our own national companies—they have gone into development areas, for example. It must also be remembered that our Glaxos and ICIs are themselves multi-national companies.

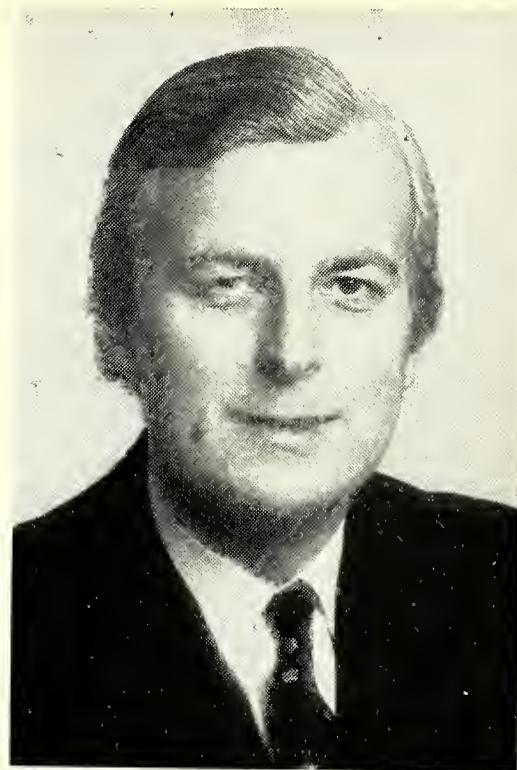
## On the VPRS

The Labour Party plans that companies should be more accountable, but the pharmaceutical industry already has the voluntary price regulation scheme. If you were to ask the machine tool industry to provide the same details they would throw up their hands in horror. Yet the information has been given voluntarily by the pharmaceutical industry and the scheme has been effective under both Labour and Conservative governments (except in the case of the Roche debacle). If there has been any excessive profiteering only the Department can be blamed as they have the figures; the industry has been incredibly forthcoming.

The question my investigations have thrown up is whether the VPRS has almost gone too far in forcing down prices. Any Minister, Conservative or Labour, has to keep his budget down on behalf of the taxpayer, but has anyone ever balanced the savings against their effect on export prices? I believe there is a new situation since Roche, because importing countries which previously paid the asking price now question any difference from the British figure. It should also be remembered that this is a multi-national industry, largely capitalised by its profits. This is the sort of problem that could be looked at by the "Think Tank"—which is not formally a government committee.

## On a politician's role

In this new post I hope to be able to help the industry by interpreting the "inscrutable" White Paper, which means a lot more than it says. From my knowledge of the people in the House of Commons who are going to decide the issue it is inconceivable that if the Labour



Michael Grylls

Party were given a Parliament in which to operate, they would introduce a National Enterprise Board and not take an interest in the pharmaceutical industry. I do not think that would have been true of the 1966-70 Parliament, but the Labour tail is now wagging the dog, and it is no good thinking they will "never get round" to pharmaceuticals. The Parliamentary Labour Party has changed considerably, and if they get a majority they certainly will not become more moderate—and they won't be interested in rational argument.

However, my post also offers opportunity for a positive role. The exercise has established a personal link with each industry so that in a future Conservative government there will be at least one person who has got to know it. There is always a danger of government getting too remote from individual industries (as opposed to their collective organisations) and we hope now to have established an ongoing dialogue with a person having some degree of influence in the government. It is not intended that he should be the industry's mouthpiece, but he will be in a position to see that the industry's views are better understood by government—and *vice versa*. Ministers have statutory responsibilities which sometimes make talking to the right people difficult.

## On retail pharmacy

Pharmacists are hard working people for whom I have a great deal of admiration—this is one of the areas in which the customer gets remarkable service and attention. I feel it is a job for the individual (I patronise an independent pharmacy), but that is not to oppose those who come into ownership in a disinterested sense, as an investment: We have a "mixed" economy, which gives people a choice of chains or independents, but my hunch, based upon experience, is that nationalisation in this sector would not work, and that employees would not be happy working in a state-run industry.

*Continued on p 403*

# Letters

## CADD—a campaign against doctor dispensing

Since neither the Pharmaceutical Society nor the NPU are prepared to do anything about the dispensing doctor, I think it is time for the ordinary pharmacist to do something. I propose to form an organisation known as CADD (campaign against doctor dispensing) and enlist the support of as many pharmacists as possible.

A large wholesale house would be approached and asked to close all its accounts with dispensing doctors, giving reasons that the high cost of fuel, wages, etc, necessitated curtailing the number of "drops". Were this request refused, the members of CADD would buy no ethical products from that wholesaler for one week.

One geographical area at a time would be selected for intensive treatment and the Department of Health informed that doctor dispensing was being phased out of the area and that pharmacists would have to be paid to deliver medicines to outlying patients.

Get out a letter heading now and indicate whether or not you support CADD and post it to me.

W. B. Hannon

Swinhope Cottage, Westgate  
Bishop Auckland DL13 1PA

I would like to contact all chemists who are affected in any way by doctor dispensing. Would they write to me giving brief details.

Philip Monk

Kilgetty Pharmacy  
Kilgetty, Dyfed SA68 0UE

## Rural pharmacy hazards

If any pharmacist is contemplating re-introducing a pharmacy in a country area where a previous pharmacy closed due to doctor dispensing he should bear the following points in mind.

The "family practitioner committee" is just that—to promote the interests of the family practitioner, not the patients nor the pharmacists. The dispensing sub-committee is entirely dominated by dispensing doctors. No assistance can be expected from the NPU in any shape or form.

The Pharmaceutical Society is even worse. It is attempting to adopt two different legal standards, one for pharmacists and another for the medical profession. I have offered evidence of prescriptions being dispensed by unqualified people under no supervision where the final supply and payment for the drugs took place in a post office and a public house. The only comment I can get from the Society's inspector is that "the situation is difficult". I have decided that I too will be difficult. I have refused to pay the premises registration fee until the Society decides to prosecute me or the

dispensing doctors. If all pharmacies affected by doctor dispensing were to follow suit, it would not be long before action were taken.

Mutineer

## Shattered!

Yesterday I saw a copy of *Foundation News*, the house journal of The Wellcome Foundation Ltd. In it is an article describing the day's work of a representative. He apparently covers outlets which include "grocers, chemists, drapers, cash and carry warehouses and swagmen."

There are two points in the article that have shattered my faith in what I have regarded as a professional ethical organisation. They are: "Brian (the representative) has a number of swagmen who supply market stall holders and barrow boys, in his area . . . orders are often placed and as far as a representative is concerned it is all good for business. Orders from swagmen are similar to those of the cash and carry warehouse". Above a photograph showing something that looks like a junk yard, there is a statement "The swagman's premises may leave much to be desired but business is business."

I am determined that my counters shall not be associated in any way with a swagman or barrow boys. Brian's colleague in my area is in for a rough time when he next calls — and he needn't expect me to swallow his wide-eyed innocence. After all, I have my budgets to meet too!

Disaffected

## Xrayser

It is said that one gets used to anything in time, but I find that my weekly anticipation of your skilled columnist's Topical Reflections has increased with the passage of time.

As to his ability it is difficult to believe that one single person has been the author of such an extraordinary range of topics and subjects. We must surely be proud that we have a member of our Society who is so erudite and whose expertise is so widespread.

I have been trying to think which of his columns appealed to me most and, whilst his last week's anticipation of the Conference was outstanding, I think my favourite must be the column he wrote for the issue just before the great Albert Hall meeting.

It was fit and proper to honour Xrayser with a celebration luncheon, but where is the photograph of the occasion? Perhaps you will consider inviting me to his 25th celebration so that I can satisfy my long standing curiosity!

J. B. Grosset  
Edinburgh

## Untimely clash

Your comments on the "clash" between Independent Chemists Marketing Ltd and the Society indicate a grave error in assessment of the situation, or that you have been misinformed as to the facts.

The matter of Care advertising has not been referred to the Statutory Committee by the Council of the Society, and indeed its Ethics Committee has spared no effort

to resolve the matter by negotiation. It is factual that some progress has been made.

Every member of our Society has the right to lay complaints about matters of professional conduct before the Statutory Committee. It would seem that this is what has happened, and you sir, should not conclude that the Society has acted prematurely, or that it can withdraw from a situation which exists between the pharmacist directors of ICML and some individual at present unknown.

Kenneth W. Youings  
Castle Cary, Somerset

Mr Youings, in his haste to defend Council, has read too much into our words. We were aware at the time of writing that the case arose following a direct complaint to the Statutory Committee, but that information could not be confirmed for publication. We are grateful to Mr Youings — as a Council member in the know — for putting that aspect of the case on record. Our reference to the Council related to its negotiations with ICML, not to the Statutory Committee inquiry. Being aware of the origin of the complaint we did not say or conclude that the Society had acted prematurely — Editor. (See also p 381.)

## State control

Continued from p 403

### On research

In visiting research establishments I have asked whether it would make more sense to put all the money into one big establishment. Without exception the answer has been negative. There are advantages in overlap in research because problems are approached from different angles and there is the spur of working for one company against another. The optimum size of establishment for effectiveness seems about optimum at the moment — but this is something that has to be explained to the dispensers of pure logic!

It is in the field of research that the central argument against government interference in the industry lies. Politicians' thinking is short-term — with Parliaments lasting only five years and with Ministers having only about two years in which they are really effective, that is, neither learning about their Department nor preparing a show-case for the next election. But industry cannot work on the short term. Investment, research (and making some money out of it) are all long-term, and one is talking of a 20-25 year cycle for a drug invention which might be profit-making for only eight or nine years. Put this under Ministerial control and he could never go on investing — the imperfections of a politician make him wholly unsuited to control industry.

To get a viable state pharmaceutical unit off the ground might cost £300-£400 m. Think how that sum could be spent to positive effect in the NHS.

□ The above interview was conducted before issue of the Labour Party's new manifesto on Monday. Mr Grylls confirms that the new document changes nothing — "the threat is clearly there as before".

# An important announcement from Correna

## *Sole Wholesale Distributors for Correna Sunglasses*

Correna International Limited wish to appoint wholesale distributors, who will hold the exclusive chemist franchise in selected areas for the promotion and sale of Correna Sunglasses and ancillary Correna products.

The appointment of distributors is the next stage in a programme of expansion, which has already been outstandingly successful.

Correna Sunglasses have become established as a nationally-known brand by imaginative marketing, advertising and promotion techniques. A 10 week television campaign in London and the South East this year is an indication of the scale of activity.

We now wish to expand rapidly into the following areas:

Northern England  
South East England  
East Anglia

Midlands  
West Country

Applications are invited for the sole distributorship in each area. You will need of course, an established connection with retail chemists. We will give you full promotional and advertising support.

Please apply in confidence, giving basic details of product lines carried and areas covered, to Anthony A Corre, Managing Director.

# Correna

Correna International Limited, 30 Station Parade, London NW2 4NX

# JOIN THE WET-SHAVE REVOLUTION!

Today I watched as Aqua Velva gave Britain's men their cleanest, closest shave in years.

## **Invasion and Conquest**

The devastating After Shave (No. 1 in the world) led the way, closely followed by Aqua Velva's great new Pre-Wet Shave which softened up the opposition. Remaining resistance was eliminated with the Shaving Foam and a few strokes from the blade.

## **Terms of Surrender**

All retailers will stock Aqua Velva's revolutionary shaving products. In exchange, Aqua

## **By J.N.Toiletries.**

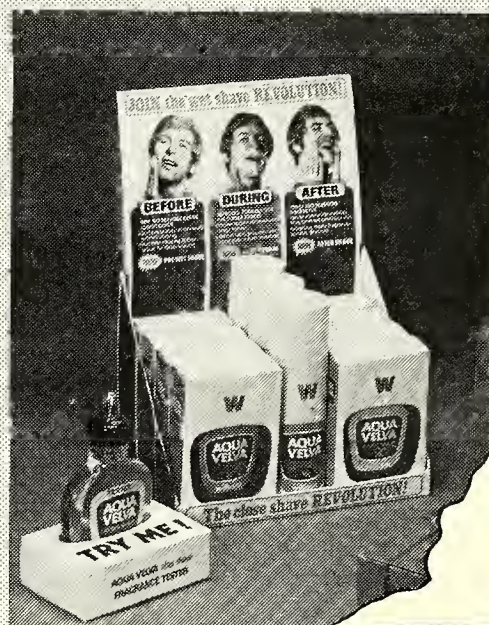
Velva will dispense FREE Point-of-Sale material which will change the face of wet shaving.

### **W.60**

A compact counter dispenser offering an irresistible 10p. price-off to the consumer, and 15 as 12 bonus to the trade on 54 c.c. After Shave and Pre-Wet Shave.

### **W.90**

Superb counter unit with back-up stock contains all 3 products at generous trade bonus. Plus free tester.



The above photo shows one of the conquering W.90 counter units in a typical pose.



Contact: J. N. Toiletries, Kitty Brewster Estate, Blyth, Northumberland. Tel no: Blyth 2596.

# Company News

## Braun group set to expand sales in UK

World sales of the Braun group have doubled to about £100m in the past six years. Further growth is expected by their entry next year into the UK and other electric shaver markets previously denied to it by its agreement with Ronson Corporation (see p 390).

Braun AG, based in West Germany and 94 per cent owned by Gillette Co, claim to be the world leader in foil shavers in addition to manufacturing other consumer products. More than 50 per cent of sales are outside Germany and the group spent £1m on research into foil shavers alone last year.

According to Mr J. Sasenick, managing director of the British subsidiary, Braun Electric (UK) Ltd was formed two years ago to serve as an organisational base to launch the shaver range when the Ronson agreement ended. A salesforce of 12 had been built up and the company hoped to be second in the UK foil shaver market by the end of next year. The UK would also be the "lead" country to develop advertising and promotional campaigns for other countries, including Canada, South Africa, Australia and New Zealand. The UK would be supplied from Germany, although later the shavers could be made in Ireland where the group already had a factory making other products. Other Braun shaver factories are in Spain and Yugoslavia.

## Croda's record first half

First half pre-tax profit of Croda International Ltd at £6.57m was almost as much as that for the whole of 1973 (£6.72m) and companies with £2.79m in the first half of 1973. Sales were worth £62.77m against £35.27m in the same period last year. Overseas corporations and exports contributed 45 per cent against 35 per cent.

## Steetley's improved profit

The Steetley Co Ltd report a pre-tax profit of £6.35m in the first six months of the year against £4.99m in the equivalent 1973 period. Sales rose from £49.76m to £66.44m. The chairman, Mr N. M. Peech says that present indications are that profits for the second half will show some improvement over the first half.

## Change Wares to form new company

The formation of a new member company of the Change Wares Group was recently announced by the group's chairman, Richard Crane. The new company, called Magi-Agencies Ltd, has been created to

complement the group's Chromesh range and also to develop the industrial market for wire-work products. Magi-Agencies Ltd, will operate from Hurlingham Road, London SW6.

## R & C profits up one-fifth

Pre-tax profit of Reckitt & Colman Ltd in the half-year ended June 29 at £17.28m was up 20.5 per cent compared with the same 1973 period. Sales at £156.6m were up 27.8 per cent. The progress was achieved through good overseas performance states the chairman, Mr A. M. Mason. He adds, however, that UK profits suffered significantly because of material shortages and severe price control. An interim dividend of 3.551p is declared (against 3.15p).

### Briefly

**Kingswood (Chemists) Ltd** having acquired Camerons the Chemists, Great Square, Braintree, Essex, are continuing that business under the same title. The changeover of ownership took place from September 1. [Extension to note published September 7, p 327.]

## Appointments

**Unichem Ltd** have appointed Raymond Monaghan, FCCA (company secretary) and John Thompson (head of management services) to the board.

**Greeff Chemical Holdings Ltd:** L. R. Dowsett, C. C. Keith and R. A. Pargeter, directors of Chemical Securities Ltd, acquired by Greeff in June, have joined the board of Greeff.

**Nappi-wite Ltd:** Mr Henry Stone, director of Watt Yardley Chemicals Ltd, has joined the board of Nappi-wite Ltd. In its 26 years of operation Nappi-wite point out that they have pursued a policy of selling only to chemists.

**William R. Warner & Co Ltd:** Mr P Skellon has joined the Warner Lambert group of companies, Eastleigh, as production chemist in the operations division and Miss J. Masterman, BSc (Hons) as market research officer, Ethical Division.

**Department of Employment:** Mr Bill Simpson, at present general secretary of the Amalgamated Union of Engineering Workers (Foundry Section), has been appointed chairman of the Health and Safety Commission. The Commission, which is expected to be set up on October 1, will be responsible for making arrangements to secure the health, safety and welfare of people at work, and to protect the public against risks to health or safety arising from the activities of people at work. The new Commission and its executive will be carrying out functions which up to now have been the responsibility of various Ministers under existing health and safety legislation.

## Proposals to safeguard jobs during pregnancy

New proposals for notice of dismissal and the position regarding a woman who stops work to have a baby are included in a consultative document issued last week by the Department of Employment.

The document, Employment Protection Bill Consultative Document, outlines proposals for that Bill which the present Government intend to introduce in the next Parliamentary session. In seven sections, the document deals with the rights of individual workers; Conciliation and Arbitration Service; rights of trade unions; reform of wages councils, handling of redundancies; issues arising from the Trade Union and Labour Relations Act; and other similar matters.

In a case of maternity, the proposal is that after an employee has completed one year's qualifying service her employer would be required to pay her for a period of maternity leave of a minimum of four weeks. The payment would be the difference between the current level of national insurance maternity allowance (£8.60 a week) and her normal full week's pay.

Employees would also be entitled to re-instatement in the same or a similar job for up to 9 months from the time they stopped work because of pregnancy. If an employer refused to re-instate the employee the refusal would be treated as unfair dismissal, or if the employer was unable to re-instate the employee and could give reasonable grounds for the refusal, it would be treated as redundancy and the employee could be awarded compensation by an industrial tribunal.

In order to re-instate an employee returning after maternity leave, an employer may have to discharge another employee who has been engaged as a temporary replacement. In such a case the employer would be protected against a complaint of unfair dismissal, provided that the temporary nature of the engagement had been made clear at the time the employee was engaged.

### Notice of termination

An improved scale of entitlement to notice of termination of employment is proposed, giving a minimum of one week after four weeks' work and 12 weeks after 12 years' work. Other proposals include that the legislation would provide that employees should not be prevented by their employers from becoming members of an independent trade union nor from taking part in its activities; employees should also not be required to join a trade union except in a closed shop situation; and the exclusion from protection against unfair dismissal of employees in firms employing less than four people should be removed.

Free copies of the document can be obtained from employment offices, job centres, unemployment benefit offices or regional and headquarters offices of the Department of Employment. Comments on the proposals should be sent to the Department of Employment, (IRC2), 8 St James Square, London SW1Y 4JB, by November 1.

# Market News

## CASCARA CROP SOLD

London, September, 18: This year's crop of cascara bark, offered much later than usual only a few weeks ago, was said this week to have been completely sold of its origin which must set something of a record for brevity. In one week spot offers have jumped from £700 to £900 metric ton while shipment rose to £880 from £680. Cape aloes continued its firm trend and the forward price has caught up with the Curaçao variety. Canada balsam was offered for shipment after a long absence while Peru balsam maintained its firm trend. Marginally easier in the week were henbane, cinnamon bark, and Indian lycopodium.

In essential oils a number were easier. They included Ceylon cinnamon leaf and citronella, lemongrass and petitgrain. Since last publishing, the rates for certain vitamins have been advanced by the supplier. Dearer per kg are nicotinic acid by £0.15, nicotinamide by £0.10 and vitamin E acetate powder by £0.50.

An increase in the prices of certain fluorocarbon aerosol propellants has been announced by a leading maker. Effective October 1, the price of Freon 114 will be increased by £30 per ton. The price of Freon 12/114 blends used in aerosol packaging of perfumes and toiletries, is also adjusted upwards. In the second quarter of the year production of sulphuric acid by members of the National Sulphuric Acid Association, at 65,192 metric tons, was down 0.6 per cent compared with the same quarter of 1973. Sales at 1,090,428 tons were up 4 per cent.

## Pharmaceutical chemicals

**Metomenaphthone:** 100-kg lots 0.64½ kg.  
**Ascorbic acid:** £6.00 kg; 5-kg £5.00 kg; sodium ascorbate, plus 8p; silicone-coated, plus 25p kg.  
**Ascorbic acid:** £4.50 per kg.  
**Ascorbic acid:** BP light £70.00 per 1,000 kg.  
**Ascorbic acid:** £5.50 kg; £4.00 kg.  
**Ascorbic acid:** £0.709 kg in 250-kg lots.  
**Ascorbic acid:** Suspension 20 per cent £28.50 kg.  
**Ascorbic acid:** £3 per g.  
**Ascorbic acid:** £3.50 per g.  
**Nicotinamide:** (per kg) £4.35; 5-kg £3.35.  
**Nicotinic acid:** (per kg) £4.05; 5-kg £3.05.  
**Nicotine:** £13.75 kg; £12.75 kg in 5-kg lots.  
**Nicotinamide:** £19.00 kg; 5-kg lots £18.00 kg.  
**Nicotinic acid phosphate:** BP crystals £0.5505 kg 50-kg.  
**Nicotinic acid benzoate:** BP in 500 kg lots £0.3969 kg.  
**Nicotinic acid carbonate:** Anhydrous £11.70 metric ton.  
**Nicotinic acid chloride:** Vacuum-dried £9.20 per metric ton in 10-metric ton lots, ex works.  
**Nicotinic acid citrate:** Granular £410 to £554 per metric ton as to source; powder £420-£564.  
**Nicotinic acid fluoride:** BP kg in 50-kg lots.  
**Nicotinic acid hydroxide:** Pellets BP 1958 in 50-kg lots, £8 kg; sticks (BP 1958) £1.35 kg for 50 kg.  
**Nicotinic acid nitrate:** BPC 1963 in 50-kg lots £5976 kg.  
**Nicotinic acid pantothenate:** (kg) £7.50; 5-kg £6.50.  
**Nicotinic acid perborate:** (per 1,000 kg)—monohydrate £5—tetrahydrate £167.  
**Nicotinic acid percarbonate:** (per metric ton) £170.75.  
**Nicotinic acid potassium tartrate:** Nominal.  
**Nicotinic acid sulphate:** BP crystals per metric ton £2.50; commercial £26.85; anhydrous about £6.00.

**Sodium sulphite:** Crystals (50-kg) 0.121 kg.  
**Sodium thiosulphate:** £88.50 metric ton ex works for photo grade.  
**Thiamine hydrochloride:** £9.20 kg; 5-kg £8.20 kg; mononitrate £9.70 and £8.70 respectively.  
**L-Thyroxine:** 1.25 per kg.  
**L-Triiodothyronine sodium:** £2.50 per g.  
**Vitamin A:** Oily 1 million iu per g £7.60 kg per 5-kg; dried acetate 325,000 iu per g, £6.10 per 500,000 iu £7.25—both in 5-kg lots.  
**Vitamin D:** Powder for tableting 850,000 iu per g £25.00 kg; £24.00 kg.  
**Vitamin E:** (per kg) acetate powder type "325" £6.70; type "500" £7.75 for 5-kg lots.

## Crude drugs

**Aloes:** Cape £1,400 metric ton, £1,350, cif. Curacao £1,450 spot; £1,350, cif.  
**Balsams:** (kg) Canada: £18.00, cif. **Copaiba:** BPC £2.95 spot; £2.90 cif. **Peru:** £9.85 spot; £7.70, cif. **Tolu:** £3.80 spot; 3.70 cif.  
**Buchu:** Rounds £3.00 spot; £2.95, cif.  
**Cascara:** £900 metric ton spot; £880, cif.  
**Cinnamon:** (cif) Seychelles bark £425 ton, quills, four O's £0.44 lb.  
**Gentian:** Root £2.10 kg nominal; £2.00, cif.  
**Henbane:** Niger £1,350 metric ton; £1,250, cif.  
**Lycopodium:** Indian £4.40 kg; £4.15, cif.  
**Mace:** Grenada No 1 £3,024 ton fob.  
**Nutmeg:** (ton, cif) East India 80s £1,715, 110's £1,650; bwp £1,320. West Indies £1,650 for sound unsorted.  
**Seeds:** (ton) Anise: China Star unselected 725 cif. **Caraway:** Dutch £365, cif; **Celery:** Indian £440, cif. **Coriander:** Moroccan £95.00, cif. **Cumin:** £565-£850, cif. **Dill:** Chinese for shipment £210; Indian £220, cif. **Fennel:** Chinese £320 spot; £335, cif. **Fenugreek:** £160, cif. **Mustard:** £320-£340 spot.  
**Valerian:** Indian rootlets £250 metric ton spot; £230, cif; new-crop root £640, cif.

## Essential and expressed oils

**Almond:** Drum lots £1.32 kg.  
**Amber:** Rectified £0.45 kg spot.  
**Anise:** £24.60 to £28.00 kg spot.  
**Bay:** West Indian about £15.00 kg.  
**Bergamot:** From £14.00 kg as to grade.  
**Bois de rose:** Shipment £6.50 kg, cif.  
**Buchu:** English distilled £270 kg.  
**Cade:** Spanish £1.20 kg spot.  
**Cajuput:** £4.00 kg on spot.  
**Camphor white:** £2.75 kg afloat; £2.50 cif.  
**Cananga:** Java £14.00 kg spot.  
**Caraway:** Imported £21.00 kg.  
**Cardamom:** English distilled £100 kg.  
**Cassia:** Chinese £21.00 kg spot and cif.  
**Cedarwood:** Chinese £1.90 kg spot and cif.  
**Celery:** English £38.00 kg.  
**Cinnamon:** Ceylon leaf £3.50 spot; £3.25 cif. English distilled bark £130 kg.  
**Citronella:** Ceylon £3.50 kg spot; £3.20, cif.  
**Clove:** Madagascar leaf about £3.90 kg, cif.  
**Cod-liver:** BP in 45 gal lots £1.48 gal; veterinary £0.80-£0.85.  
**Coriander:** £14.50 kg spot.  
**Cubeb:** English distilled £20.00 kg.  
**Dill:** Scarce at £16.00 kg nominal.  
**Eucalyptus:** Chinese £8.50 afloat for 80-85 per cent; £8.00, cif.  
**Fennel:** Spanish nominal.  
**Geranium:** (kg) Bourbon £26.50 kg spot.  
**Ginger:** English distilled £70.00 kg.  
**Juniper:** English distilled £70.00 kg; imported unobtainable.  
**Lavender:** French £18.50 kg spot.  
**Lavender spike:** £13.00 kg spot.  
**Lemon:** Sicilian best grades from £10.00 kg spot.  
**Lemongrass:** Spot £8.80 kg; £3.30, cif.  
**Lime:** West Indian £7.25 kg spot.  
**Mandarin:** £7.50 kg.  
**Nutmeg:** (per kg) English distilled from West Indian £25.00; from E. Indian £27.00.  
**Olive:** Spanish, restricted supplies at £920-£930 metric ton, cif; Tunisian £950-£960. Spot £1,020-£1,030 landed, duty paid.  
**Palmarosa:** £11.00 kg spot and cif.  
**Patchouli:** £7.50 kg spot and cif.  
**Peppermint:** (kg) Arvensis, Brazilian £8.25 spot; £8.50, cif. Chinese £13.00, cif. American piperata from £16.00.  
**Pennyroyal:** To arrive £5.50 kg.  
**Pepper:** English distilled ex black £65.00 kg.  
**Petitgrain:** £8.65 kg, cif.  
**Pine:** (kg) Pumilionis £1.75; sylvestris £0.51.  
**Rosemary:** Firm at £6.50 kg spot.  
**Sage:** Spanish £8.90 kg spot.  
**Sandalwood:** Mysore spot and cif £65.00 kg.  
**Sassafras:** Chinese £3.30 kg; Brazilian £2.30 spot.  
**Spearmint:** Chinese £6.50 kg spot; cif not quoted. American £11.00 spot.  
**Thyme:** Red 65/70% £9.00 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

# Coming events

## Monday, September 23

**Plymouth Branch, Pharmaceutical Society,** board room, Greenbank Hospital, at 8 pm. Discussion on "Use of restricted titles in advertising".

## Tuesday, September 24

**Royal Society of Health, Central hall, Westminster,** at 2 pm. The Rev Chad Varah (founder of the Samaritans) on "The prevention of suicide", and Dr R. Fox (consultant psychiatrist) on "The suicide drop—why?"

**Sunderland Branch, Pharmaceutical Society,** New Crown Hotel, Mowbray Road, South Shields, at 7.30 pm. Film show on rheumatology (Winthrop Laboratories), and film show and talk by Dr W. A. Duke on "The roadside accident".

**Teesside Branch, Pharmaceutical Society,** at 7.45 pm. Visit to Redcar Health Centre.

## Wednesday, September 25

**Enfield Branch, Pharmaceutical Society, Firs Hall, Winchmore Hill** at 7 pm. Dinner dance.

## Sunday, September 29

**South-east England region, Pharmaceutical Society, Richmond Hill Hotel, Richmond-on-Thames** at 10.30 am. One-day conference on "Do chemists care?".

## Advance information

**Scottish Department, Pharmaceutical Society,** Conference at Station Hotel, Perth, October 12-13.  
**South East Region, Pharmaceutical Society,** Refresher course at the Redhill medical centre, Redhill General Hospital, Surrey, October 9.  
**Pharmaceutical Society, Hanbury Memorial Lecture:** "The importance of three dimensions in biological action", Professor A. H. Beckett, William Beveridge Hall, University of London, Senate House, Malet Street, London WC1, October 23, at 7 pm.

## News in brief

□ F. W. Woolworth have opened the first in a chain of catalogue stores in Leeds. Called Shoppers World, these stores will offer a range of goods including cameras and electrical appliances, many at discount prices, which are selected from catalogues. The stores will open initially in the Midlands.

□ The Department of Employment has published two new explanatory booklets on the Trade Union and Labour Relations Act 1974 (C&D, August 31, p 279). They are:—"A guide to the Trade Union and Labour Relations Act 1974" giving an account of the major provisions of the Act and the changes it makes to the law; "Unfair dismissal" which explains how the Act protects an employee from being dismissed unfairly. Both are available free from local employment or unemployment benefit offices.

□ A booklet entitled "Protecting people at work" and introducing the Health and Safety at Work etc Act 1974, has been prepared by the Department of Employment, and is available from local offices of the H.M. Inspectorate of Factories. The Act itself is to come into force in three stages, the first, on October 1, including the setting up of the Health and Safety Commission. On January 1 next year the Health and Safety Executive will be formed and take over responsibility for the statutory health and safety requirements; the Act comes fully into force next April 1.

# Vitamin D: link with heart disease?

Long-term consumption of high doses of vitamin D may be a precipitating cause of myocardial infarction, according to a report in last week's *British Medical Journal*.

## Critical level

Professor Linden, University of Tromsø, Norway, compared the vitamin D intake of patients suffering from myocardial infarction, angina pectoris and degenerative joint diseases, and found a significantly higher consumption in the former. The critical level appeared to be a daily intake of 30 mcg. More infarction patients than controls had a history of kidney stone. The author suggests that the increased incidence of myocardial infarction could be related to the raised cholesterol levels produced by the vitamin and the renal calculi a result of hypercalcaemia.

He points out that coronary thrombosis has become more prevalent since

the 1920's, when vitamin D was first added to margarine in Norway. Self medication with the vitamin is high in areas where sunlight cannot be relied on to give adequate year-round synthesis. He believes attempts should be made to restrict intake of the vitamin from all sources other than production by the skin.

"Efforts should particularly be made to dispel the concept of vitamin D preparations as tonics, and consideration should be given to the ease with which vitamin D preparations can be acquired through commercial sale."

## Doctors 'not keeping up to date on rheumatism'

A report published by the Arthritis and Rheumatism Council criticises doctors for not keeping up to date on the treatment of rheumatic diseases.

The report, "Arthritis and rheumatism and the general practitioner," says that 5½ million people consult their doctor with a rheumatic complaint every year, yet only 1 per cent of general practitioners attended refresher courses in rheumatology in 1970.

Dr M. Mason, chairman of the Council's executive committee, commenting on the report, also criticises medical schools for not devoting enough time to rheumatic diseases, particularly as "over 8 per cent of the family doctor's time is taken up in treating patients with arthritis and rheumatism."

The report adds that rheumatic complaints are responsible for nearly 5 per

cent of all home visits by a doctor and for 10.4 per cent of all hospital out-patient referrals.

## New light on action of vitamin C

The action of ascorbic acid against the common cold may be unrelated to its antiscorbutic properties.

Dr Mary Clegg, department of food science, University of Strathclyde, Glasgow, suggested to a Nutrition Society meeting recently that the vitamin C molecule protects against the common cold by a different biochemical pathway from its vitamin effect.

In an experiment in which groups of 70 students took either a gram of l-ascorbic acid, the d-isoascorbic acid isomer or a placebo for 15 weeks, there was no difference between the l-ascorbic acid and placebo groups, which both suffered an average of about one cold per person. The group taking d-isoascorbic acid suffered less than 0.7 colds per person, a statistically significant difference of one-third. This isomer is not involved in the antiscorbutic pathway.

Dr Clegg told *C&D* that she felt the results were purely of academic interest in indicating which direction research into the actions of vitamin C should go. Further proof is necessary that the d-isomer is better than the l-ascorbic acid form in cold prevention and she thought it unlikely that the d-isomer would become available on the market if l-ascorbic acid fulfils the dual purpose of antiscorbutic and cold prevention activity.

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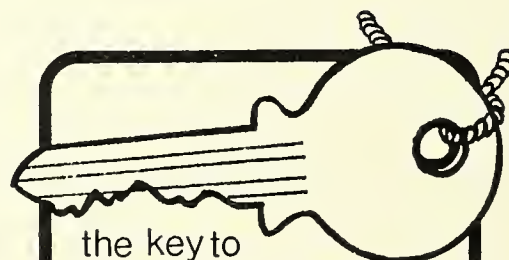
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# André Philippe



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 Telephone: 01-353 3212.

Publication date Every Saturday.

Headings All advertisements appear under appropriate headings.

Screen 100.

**Display/Semi Display** £3.00 per single column centimetre, min 25mm. Column width 42mm.

**Whole Page** £250 (254mm x 178mm).

**Half Page** £150 (125mm x 178mm).

**Quarter Page** £80 (125mm x 86mm).

**Lineage** £0.60 per line, minimum 5 lines @ £3.00.

**Box Numbers** £0.30 extra.

**Series Discounts** 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

**Copy Date** 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

**Circulation** ABC January/June 1974, 15,273.

## Miscellaneous

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Lane, Barking, Essex.

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### Redbridge/Waltham Forest Area Health Authority

East Roding Health District

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### REDBRIDGE/ WALTHAM FOREST AREA HEALTH AUTHORITY EAST RODING HEALTH DISTRICT

KING GEORGE HOSPITAL,  
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Ashford Hospital, London Road,  
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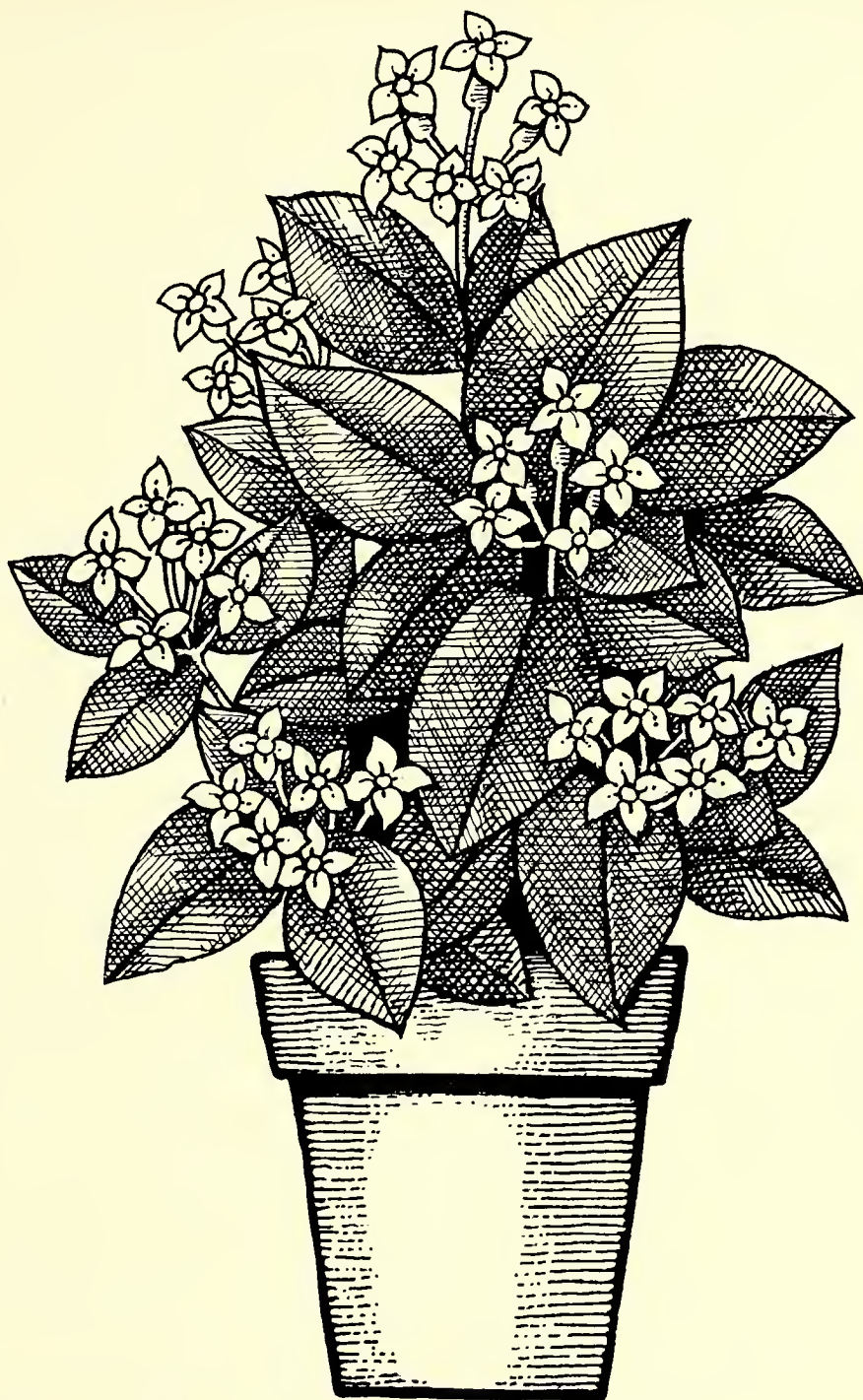
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